

Table of Contents

PREFACE.....3

PRESENTATION OF INFORMATION MATERIAL ABOUT THE STUDY.....4

PROGRAMME4

MAP OF ASB5

PRESENTATION OF THE ADMINISTRATION.....6

**GENERAL INFORMATION ABOUT THE MASTER OF ARTS IN INTERNATIONAL
BUSINESS COMMUNICATION – CORPORATE COMMUNICATION PROGRAMME7**

STUDY PROGRAMME STRUCTURE.....9

PRACTICAL INFORMATION11

Admission..... 11

Course registration..... 11

Exam registration and deregistration..... 11

Thesis..... 11

Use of PC in connection with oral exams..... 14

Individual exams/group exams 14

Individual written exams..... 14

References..... 14

Submitting exam papers..... 15

Illness..... 15

Standard page concept and paper length 15

STUDYING ABROAD17

THESIS18

CURRICULUM OF 1 SEPTEMBER 201019

CHAPTER 1: PURPOSE 21

CHAPTER 2: ADMISSION 23

CHAPTER 3: STRUCTURE 23

CHAPTER 4: CONTENTS 24

CHAPTER 5: TEACHING METHODS 25

CHAPTER 6: ENGLISH REQUIREMENTS 25

CHAPTER 7: EXAMS..... 26

Study Guide

CHAPTER 8: EXAM DESCRIPTIONS	28
CHAPTER 9: GENERAL PROVISIONS	73
<i>Exams</i>	73
<i>Re-exam</i>	73
<i>Syllabus for re-exams</i>	73
<i>Individual exams/group exams</i>	73
<i>No. of exam attempts</i>	74
<i>Exam registration</i>	74
<i>Exam deregistration</i>	74
<i>Special rules for 12-hour written take-home papers</i>	74
<i>Violation of exam regulations</i>	75
<i>Illness</i>	75
<i>Credit transfer</i>	75
<i>Exam certificate</i>	75
<i>Complaints</i>	76
CHAPTER 10: GENERAL PROVISIONS	76
<i>Study guide</i>	76
<i>Exemption from the curriculum</i>	76
CHAPTER 11: COMMENCEMENT	76
CHAPTER 12: DEADLINE FOR CONCLUSION.....	76

Preface

Welcome to the Master of Arts in International Business Communication – Corporate Communication programme. The Master’s programme is governed by the Ministerial Order no. 814 of 29 June 2010 on Bachelor and Master’s Programmes at Universities issued by the Danish Ministry of Science, Technology and Innovation (*Bekendtgørelse om bachelor- og kandidatuddannelser ved universiteterne*). The programme lasts two years and includes a thesis.

The purpose of the programme is to:

- Expand students’ theoretical and practical knowledge of corporate communication and related skills, i.e. skills within all communication types involving private or public companies, organisations and institutions as senders, recipients or subjects of such communication
- Provide students with the qualifications needed to undertake, individually and/or in collaboration with others, relevant functions within corporate communication at a strategic and/or operational level in private or public companies, organisations and institutions on the basis of the knowledge and skills acquired
- Provide students with the qualifications needed to carry out scientific research

The Study Committee for Postgraduate Programmes at the Department of Language and Business Communication (*Kandidatstudienævnet for Sprog og Erhvervskommunikation*) is responsible for the organisation, contents and planning of the programme. The Study Committee is also responsible for the programme’s quality and academic breadth and depth.

The Study Committee for Postgraduate Programmes within Language and Business Communication, August 2010.

Presentation of information material about the study programme

The Study Committee for Postgraduate Programmes within Language and Business Communication, as part of its activities, publishes a variety of information material about the study programme which you may find useful in connection with the planning and completion of your studies.

This material includes:

a *curriculum*

a *study guide*

a *course catalogue*

The *curriculum* is a *legal* document describing the exams which must be passed and the academic requirements which must be met in order to pass the exams. The curriculum is included at the back of the study guide.

The *study guide* provides information about a range of academic and practical aspects.

The *course catalogue* is available on CampusNet via StudyInfo. CampusNet is Aarhus School of Business's web-based and interactive communication tool. In the course catalogue on CampusNet you will find descriptions of the various subjects offered as part of the study programme.

Map of ASB

Presentation of the administration

There are many situations and contexts in which you will find yourself in contact with the Aarhus School of Business, Aarhus University administration. The offices which are most relevant to you are listed below:

The Study Administration (B Wing) handles admissions, exam registrations etc.

The Student Counsellors' Office, Language and Business Communication (B Wing) offers advice on admission to study programmes, planning your studies etc. The office also accepts exemption applications and exam complaints. The Director of Study, whose office is in Building L, may also be contacted.

The Planning Office (C Wing) primarily prepares timetables and exam schedules, communicates cancellations and compensatory lessons and is responsible for room bookings.

The State Education Grant Office, The Information Center, Frederik Nielsens Vej 5, 8000 Aarhus.

The Department Secretaries (Building L) arrange contact to individual lecturers etc.

The International Office (B Wing) provides information about exchange programmes etc.

The Secretariat for the Study Committees (B Wing) accepts requests for consideration by the Study Committee.

The Study Committee for Postgraduate Programmes and the **Director of Study** are responsible for the Master's programmes. The Study Committee for Postgraduate Programmes consists of five teaching staff representatives and five student representatives. One of the teaching staff representatives is elected Director of Study. The Deputy Chairman of the Study Committee is elected from among the committee's student members.

General information about the Master of Arts in International Business Communication – Corporate Communication programme

The Master of Arts in International Business Communication – Corporate Communication programme focuses on the strategic management of communication processes.

The *first semester* includes Corporate Communication, Strategic Management in Organisations in a Communicative Perspective and Scientific Methods.

The *second semester* includes Corporate Communication in Change and Crisis Situations, Stakeholder Relations as well as two electives. The electives may be chosen from among the electives offered under the Master's programme or from the fields of, e.g., business administration or language offered under another Master's programme at Aarhus School of Business or at another institution of higher education.

In the *third semester*, you must choose between three profiles. For each profile, you must choose to follow either a **teaching track** or an **internship track**.

All **teaching track** courses take place at ASB and span an entire semester.

On the **internship track**, you follow courses at ASB for the first 4 weeks of the semester and then participate in an internship of at least 10 weeks' duration either in Denmark or abroad. The internship must be of immediate relevance to the profile, and students are responsible for organising their own internships with a company, organisation or institution.

Integrated Marketing Communication and Public Relations profile

The purpose of the profile is to provide you with theoretical and practical insight into the types of strategic corporate communication used in connection with integrated marketing communication and public relations in private companies not included in the basic programme. Profile topics include new types of marketing, such as trend management and experiential marketing or marketing in relation to particular segments, such as senior marketing.

Global Communication in a Corporate Perspective profile

The purpose of this profile is to provide you with theoretical and practical insights into the types of strategic corporate communication used in organisations' communication with foreign stakeholders (customers, suppliers, subsidiaries, international authorities, international NGOs, international

Study Guide

media etc.) in terms of marketing, public relations and corporate branding in a multicultural environment. Within the framework of globalisation and network society, the teaching focuses on how organisations handle situations such as change management and change communication, value communication, the complex of local/global marketing, corporate reputation and issues management in the international arena.

HR Communication profile

The purpose of the profile is to provide the student with theoretical and practical insights into HRM and the types of strategic corporate communication used in organisations' communication with employee stakeholders with regard to e.g. employer branding, motivation, commitment, psychological contracts and organisational networks in a multicultural organisation. Profile topics include key concepts within HRM (i.e. motivation, needs, trust, psychological contracts) as well as HRM policies and HRM law.

During the *fourth and final semester* of the programme, you must write your thesis. The topic of the thesis must relate to corporate communication in a wide sense.

Study programme structure

The Master of Arts in International Business Communication programme consists of 10 or 11 exams (depending on the student's choice of profile), including a thesis.

The table below provides an overview of the structure of the study programme.

Semester overview

1 st semester	2 nd semester	3 rd semester	4 th semester
<ul style="list-style-type: none"> - Corporate Communication - Strategic Management of Organisations in a Communicative Perspective - Scientific Methods 	<ul style="list-style-type: none"> - Corporate Communication in Change and Crisis Situations - Stakeholder Relations - 2 electives 	Profiles: <ul style="list-style-type: none"> - Integrated Marketing Communication and Public Relations - Global Communication in a Corporate Perspective - HR Communication 	Thesis

Exam overview

1 st semester	2 nd semester	3 rd semester		4 th semester
Project report with oral defence (Exam 1, 15 ECTS)	Project report with oral defence (Exam 4, 10 ECTS)	<u>Track: Teaching</u> Synopsis with oral defence (Exam 8, 15 ECTS)	<u>Track: Internship</u> Portfolio with oral defence (Exam 11, 20 ECTS)	Thesis with oral defence (Exam 13, 30 ECTS)
Oral exam (Exam 2, 10 ECTS)	One-week written take-home paper with oral defence (Exam 5, 10 ECTS)	<u>Track: Teaching</u> Written take-home paper (Exam 9, 10 ECTS)	<u>Track: Internship</u> Oral exam (Exam 12, 10 ECTS)	
Written take-home paper (Exam 3, 5 ECTS)	The exam form for the electives may vary (Exams 6 and 7, 2 x 5 ECTS)	<u>Track: Teaching</u> Oral exam (Exam 10, 5 ECTS)		

Study Guide

Exam types

The study programme includes six different exam types:

- a) Oral exam based on a syllabus with a set of predefined questions
- b) Written take-home paper on either an optional or a set topic
- c) Project report (with an oral defence) on an optional topic for which you produce a report to be defended at the oral exam
- d) Synopsis with oral defence, consisting of a written paper which forms the basis of an oral presentation followed by discussion
- e) Portfolio with oral defence, which is prepared on a continuous basis and defended at an oral exam
- f) Thesis with oral defence (please see the section on the thesis in the curriculum)

Practical information

Admission

To be admitted to the Master of Arts in International Business Communication programme, you must hold a Bachelor's degree awarded for completing a study programme which comprises elements within communication on a level corresponding to, e.g., the BA in Marketing and Management Communication programme or the BA in International Business Communication programme offered by Aarhus School of Business. Bachelors with at least 60 ECTS of communication elements and a sufficiently high level of proficiency in English may apply.

Course registration

The Registrar link on CampusNet provides access to the Registrar's Office online service where you can register for courses. The registration deadline for courses offered in the spring semester is *15 November, at the latest*, and *15 May at the latest*, for courses offered in the autumn semester.

Exam registration and deregistration

You are automatically registered for your first exam attempt for exams taking place in connection with or at the end of the semester in which a given course module has been offered. If you need to re-take an exam, you can only do so in the same or in a subsequent exam period after having registered for the exam.

It is your responsibility to make sure that your exam registration has been correctly listed. In case of errors in the registration, you must contact the Study Administration at the beginning of March (summer exams) and at the end of October (winter exams). If the error has not been corrected before that deadline, you will be listed as not having registered for the exam on time.

Should you regret having registered for an exam, it is possible to deregister up to *7 days prior to the date of the exam*. If you have registered for an exam without having deregistered again in due time, your registration will count as one exam attempt. You can deregister by contacting the Study Administration or via the Registrar link to the Registrar's Office online service on CampusNet.

Thesis

Allocation of academic supervisor

In order to have an academic supervisor assigned to you, you must complete the 'Form for allocation of academic supervisor' and prepare a proposal for a thesis synopsis consisting of:

- Tentative title
- Tentative problem statement

Study Guide

- Tentative research approach (methods/theory)
- Description of data basis, if relevant

You can find the 'Form for allocation of academic supervisor' at the ASB website under StudyInfo/Student Counselling/Master – Language and Communication/Registration Forms.

The form containing the proposal must be submitted one month before you register for your Master's thesis, though not later than 15 June if registering for your Master's thesis on 1 August.

A supervisor will then be assigned to you. Students may work with a principal and an assistant supervisor, if necessary.

Thesis registration

You can register for your thesis before one of the following deadlines:

1 January, 1 March, 1 April, 1 June, 1 August and 1 October. You decide when you want to register. Once you have registered, you cannot cancel your registration.

Before registering, a supervisor must be assigned to you (see 'Allocation of academic supervisor').

You must also prepare a thesis synopsis and a plan for the thesis process, which must be approved by your supervisor before you can register.

The thesis synopsis must consist of:

- Tentative title
- Tentative problem statement
- Tentative research approach (methods/theory)
- Description of data basis, if relevant
- Tentative outline
- Tentative list of literature

To register, you must submit the thesis registration form (StudyInfo/Student Counselling/Master – Language and Communication/Registration Forms) along with the thesis synopsis and plan for the thesis process. The form must be signed by you and your supervisor.

Submitting your thesis

You have 5 months to write your thesis, starting from the date of registration.

The deadlines for submission are:

- if you register on 1 January: **1 June**
- if you register on 1 March: **1 August**
- if you register on 1 April: **1 September**
- if you register on 1 June: **1 November**
- if you register on 1 August: **1 January**
- if you register on 1 October: **1 March.**

The thesis must be submitted to the Study Administration (B Wing) in two printed copies.

Moreover, you must register and upload your thesis to the ASB Library's thesis portal

Theses@asb.dk. Guidelines can be found on the ASB Library website.

Oral defence

The defence of your thesis is in the form of a 45-minute oral exam including evaluation. There is no preparation time. The oral exam takes place no later than one month after you have submitted your thesis (however, an extra month is added if the date for the oral exam falls in the month of July, and 14 days are added if the date falls around Christmas/New Year's).

New deadline for submission

Not submitting your thesis by the deadline counts as one of the three attempts you have at passing your thesis.

You will then have to prepare a modified thesis synopsis and a new plan for the thesis process, which must be approved by your supervisor. You have a new deadline of 3 months to submit your thesis, starting from the original deadline. Not submitting your thesis by the new deadline counts as the second of the three attempts you have at passing your thesis.

You will again have to prepare a modified thesis synopsis and a new plan for the thesis process, which must be approved by your supervisor. You have one final deadline of 3 months to submit your thesis, starting from the second deadline.

Registration of thesis with new deadline

To register for the second and third attempts, you must submit the form for registration of thesis with modified thesis synopsis (StudyInfo/Student Counselling/Master – Language and Communication/Registration Forms). You must enclose a modified thesis synopsis and a new plan for the thesis process. The form must be signed by you and your supervisor.

Study Guide

If you fail your thesis

If you fail your thesis, you have used one of the attempts you have at passing your thesis. You can then write a new thesis according to the rules outlined above. The procedure starts all over again but it is restricted to the remaining number of attempts.

A new supervisor must be assigned to you, and you must prepare a new title and problem statement.

Use of PC in connection with oral exams

The following rules apply to the use of PowerPoint presentations during oral exams:

- The general rule is that using a PC should not cause an extension of the time allocated for the exam in the exam description.
- Technical Support ensures that the technical equipment is working at the start of the exam and that login has been performed.
- Technical Support provides an on-call service for individual exam dates. The person on call can be called in during planned breaks in the exam to correct any errors in the technical equipment.
- You bring the presentation with you on a CD-ROM or USB device.
- You must install the CD-ROM/USB yourself.
- You must bring transparencies to replace the PowerPoint presentation in case of technical problems if the correction of such problems will delay the start of the exam.

No additional time is allowed in case of technical errors with the equipment or in case of problems with installing diskettes which are used instead of transparencies.

Individual exams/group exams

All oral exams are taken individually. Written exams can be either individual or group exams. Students are always entitled to hand in an individual paper.

The evaluation of individual and group exams is based on your individual performance. **In written group exams, your individual contribution must be clearly identifiable.**

Individual written exams

Individual written exams must always be completed independently. Although students are regularly encouraged by their lecturers to work on papers together for pedagogical reasons, group work during individual exams is not allowed.

References

If you use references in connection with an exam paper, it is crucial that you **state your source clearly and precisely** so that it is obvious exactly which parts of the paper stem from references

and which parts are your own thoughts. There is no difference between written (printed or electronic) and oral sources. An **exact reference** must be given, regardless of whether you quote the source directly, reword a source text or use the source's argumentation, reasoning, special terminology, academic concepts etc.

Submitting exam papers

The exam plans published on StudyInfo specify when papers must be submitted. The exam plans will also state if it is possible to access exam assignments and submit exam papers electronically.

Written exam papers must be submitted in three copies; however, two printed copies of the thesis must be submitted to the Study Administration (B Wing). Moreover, you must register and upload your thesis to the ASB Library's thesis portal Theses@asb.dk. Guidelines can be found on the ASB Library website.

In connection with 12-hour written take-home assignments and papers on **set topics**, you must write your student exam number on the paper (and not your name). For other exam types, your name and civil registration number (CPR) must be indicated on the paper. All copies of the exam paper must have a relevant standardised front page which can be found at StudyInfo/Student Counselling/Master – Language and Communication/Registration Forms.

Illness

If you are unable to take an exam, complete a project or a written paper due to illness or other matters of that nature, the Study Committee may, based on a written application from you, grant permission for a late cancellation of your exam registration. This does not apply to courses based on continuous assessment, however.

If you are granted permission to deregister from an exam due to illness, you have the right to sit the exam or hand in the exam paper or project at a later date in the same exam period in compliance with the rules that apply to re-taking exams in the same exam period.

When requesting permission to postpone an exam due to illness, you are required to provide a medical certificate as confirmation. On the day of the exam or of the submission of a written paper, you must contact your doctor personally and have him/her write and date the medical certificate so that it covers the day or period during which the exam is supposed to take place.

Standard page concept and paper length

In the exam descriptions, the concept of a *standard page* is used. A standard page is defined as 2,200 characters (no spaces).

Study Guide

In relation to written assignments the length of the paper excludes spaces, table of contents, bibliography and appendices. Footnotes and endnotes are included.

The number of characters must be indicated in the exam papers.

Studying abroad

If you would like to study abroad during the second and/or third semester, you must plan to do so at a very early stage in the course of study. In order to obtain the required credit transfer, you must find courses at a foreign institution which combined – in terms of contents and ECTS points – correspond to the semester you will miss at Aarhus School of Business. The programme coordinator and/or the course coordinators must approve your planned study programme in advance.

As Aarhus School of Business, Aarhus University does not have partner universities where it is possible for a student of MA in Corporate Communication to come to stay as an exchange student, please pay attention to the fact that it is your own responsibility to find both an exchange university and courses, which can be approved in advance as replacement for the compulsory courses in your study programme. Thus, it requires a careful preparation and may be a lengthy process.

Further information

You can find further information about exchange positions and free-mover possibilities as well as application procedures at the address <http://www.asb.dk/studinfo/studyabroad.aspx>

Aarhus School of Business organises an information meeting each year at the beginning of September for all students interested in studying abroad or as free movers. The meeting is announced on CampusNet or posted on the notice boards.

The deadline for applying for exchange positions in spring and autumn 2011 is September 2010.

Thesis

The 4th semester of the Master's programme is reserved for writing the thesis.

The purpose of the thesis is to provide you with an opportunity to explore independently and on the basis of scientific theory and method a carefully defined topic falling within the disciplines covered by the study programme.

The topic of the thesis must relate to corporate communication in a wide sense, including corporate communication in an organisational, socio-economic or global context. The focus must be on a problem or issue of a theoretical and/or empirical nature.

The topic of the thesis must be approved by the programme coordinator who shall also organise the necessary supervision.

Read more about academic supervisor allocation, thesis registration, deadlines and submitting your thesis in the 'Thesis' section under 'Practical information'. See also the exam description for the thesis.

Curriculum of 1 September 2010

Curriculum

Chapter 1: Purpose

1.1. The purpose of the Master of Arts in International Business Communication – Corporate Communication programme is to:

- Expand students' theoretical and practical knowledge of and skills within corporate communication, i.e. all types of communication involving private or public companies, organisations and institutions acting as senders, recipients or the subjects of such communication
- Provide students with the qualifications needed to undertake – individually and/or in collaboration with others – relevant functions within corporate communication at a strategic and/or operational level in private or public companies, organisations and institutions on the basis of the knowledge and skills acquired
- Provide students with the qualifications needed to carry out scientific research

1.2. To fulfil this purpose, the student must in the course of the study programme acquire:

(a) knowledge of:

- strategic corporate communication in both an internal and an external perspective
- integrated communication planning (from overall communications policies to communication plans in connection with specific situations)
- central areas of specialisation within corporate communication and relevant sub-areas
- the strategic management of companies, organisations and institutions, especially with regard to communication processes
- the structures, functions and development of companies, organisations and institutions, especially with regard to communication processes
- areas within business economics and/or language and/or neighbouring areas which are relevant to the theoretical and/or practical study of or work with strategic corporate communication

(b) working methods aimed at:

- developing the analytical and strategic skills of the student through the definition and solution of problems
- developing the student's ability to work independently both individually and in collaboration with others at management level
- developing the student's ability to critically appraise academic issues

(c) skills within:

- the solution of comprehensive and complex internal and external communication tasks in oral and written English from the perspective of strategic management
- the analysis of comprehensive and complex communicative issues and requirements
- the planning of comprehensive and complex internal and external communication tasks
- the production of texts in English required to solve the various communication tasks
- the analysis of the reception of these texts (e.g. in the form of a particular image or a particular reputation)
- the strategic measuring of the contribution of corporate communication in supporting corporate strategy

1.3. For the profiling part of the study programme (third semester), three profiles are offered:

Integrated Marketing Communication and Public Relations

This profile provides students with the competencies required to manage, develop and operate the function of integrated marketing communication and public relations in multinational and global organisations.

Global Communication in a Corporate Perspective

The profile provides students with the competencies required to manage, develop and operate the function of internal and external intercultural communication in multinational and global organisations.

HR Communication profile

The profile provides students with the competencies required to manage, develop and operate HRM functions and the types of strategic corporate communication used in an organisations' communication with employees.

Within the selected profile, the student may choose to include an internship of at least 10 weeks' duration with either a Danish or a foreign private or public company, organisation or institution. Students are responsible for organising their own internships with a company, organisation or institution.

1.4. The Master of Arts in International Business Communication programme concludes with a thesis. The purpose of the thesis is to:

- Develop the student's ability to independently seek and collect information and to work scientifically with academic knowledge
- Develop the student's ability to independently and critically analyse academic issues

- Develop the student's skills at producing written communication in a clear and cohesive academic form
- Develop the student's oral presentation skills and ability to discuss academic issues in a clear and cohesive academic form

Chapter 2: Admission

To be admitted to the Master of Arts in International Business Communication programme, you must hold a Bachelor's degree awarded for completion of a study programme which comprises elements within communication on a level corresponding to the BA in Marketing and Management Communication programme or the BA in International Business Communication programme. Bachelors with at least 60 ECTS for communication elements may apply.

Aarhus School of Business may, in special cases, admit students who do not meet the above requirements, but who have acquired equivalent academic skills.

Chapter 3: Structure

The Master of Arts in International Business Communication programme is a two-year study programme divided into three parts: 1) a basic part, 2) a profiling part 3) a thesis. The programme must be concluded no later than five years from commencement.

The programme comprises a total of 10 or 11 exams (depending on the student's choice of profile) including the thesis.

3.1. Basic part

The basic part corresponds to 60 ECTS and comprises seven exams.

3.2. Profiling part

The profiling part corresponds to 30 ECTS and comprises two or three of the study programme's exams, depending on whether the student has chosen the internship track or the teaching track.

Students are free to choose one of the three profiles offered: the Integrated Marketing Communication and Public Relations profile, the HR Communication profile or the Global Communication in a Corporate Perspective profile, (all with two tracks, a teaching track and an internship track, respectively). A minimum number of students must sign up for a profile to be taught.

3.3. Thesis

The thesis corresponds to 30 ECTS.

Chapter 4: Contents

4.1. Basic part

Corporate Communication

The purpose of this course is to provide students with insights into strategic corporate communication from an external, internal and integrated perspective, aiming at the coordination of such communication in private and public-sector companies, organisations and institutions. Topics include: corporate branding, value-based communication, communications planning, change communication and crisis communication.

Strategic Management of Organisations in a Communicative Perspective

The purpose of this course is to provide students with insights into structures, functions and developments within the strategic management of private or public-sector companies, organisations and institutions, especially from the point of view of corporate communication. Topics include: value-based management, image management, project management, crisis management, corporate social responsibility (CSR), corporate governance, organisational theory, organisational psychology, human resource management, change management, knowledge management, organisational learning etc. In addition, students acquire insights into relevant management tools.

Scientific methods

The purpose of this course is to provide students with theoretical insights into and practical skills at applying valid, scientific methods of argumentation on the basis of scientific traditions and methodological choices.

Stakeholder Relations

The purpose of this course is to provide students with insights into stakeholder management and stakeholder mapping and to develop competencies in adapting corporate communication to the various needs and expectations of different stakeholders with the aim of establishing strategic stakeholder relations. Topics include: stakeholder models, issues management and stakeholder dialogue.

4.2. Profiling part

The purpose of the profiling part of the programme is to provide students with an opportunity for theoretical as well as practical specialisation within a specific field of corporate communication.

Integrated Marketing Communication and Public Relations

The purpose of the profile is to provide students with theoretical and practical insights into the types of strategic corporate communication used in connection with integrated marketing communication and public relations in private companies not included in the basic programme. Profile topics

include new types of marketing such as trend management and experiential marketing or marketing in relation to particular segments such as senior marketing.

Global Communication in a Corporate Perspective

The purpose of this profile is to provide students with theoretical and practical insights into the types of strategic corporate communication used in organisations' communication with foreign stakeholders (customers, suppliers, subsidiaries, international authorities, international NGOs, international media etc.) in terms of marketing, public relations and corporate branding in a multi-cultural environment. Within the framework of globalisation and network society, the teaching focuses on how organisations handle situations such as change management and change communication, value communication, the complex of local/global marketing, corporate reputation and issues management in the international arena.

HR Communication

The purpose of the profile is to provide you with theoretical and practical insights into HRM and the types of strategic corporate communication used in organisations' communication with employee stakeholders with regard to e.g. employer branding, motivation, commitment, psychological contract and organisational networks in a multicultural organisation. Profile topics include a focus on creating a theoretical understanding of key concepts within HRM (i.e. motivation, needs, trust, psychological contract) as well as HRM policies and HRM law. In addition, you will be introduced to a range of HRM dilemmas in various organisational contexts, such as organisational conflicts, restructurings, downsizing, mergers and management conversations.

4.3. Thesis

The thesis is the final project. The topic of the thesis is chosen by the student within one or more of the fields of study covered by the programme.

Chapter 5: Teaching methods

Teaching methods include lectures, tutorials, seminars, workshops, projects, individual and group consultations and e-learning.

Chapter 6: English requirements

The evaluation of all papers includes an assessment of English proficiency and power of exposition (the student's ability to present material in a precise, balanced and well-structured manner).

Chapter 7: Exams

7.1. Exams are assessed by internal or external examiners. Internal exams are assessed by the lecturer(s) or by the lecturer(s) and an internal examiner.

External exams are assessed by the lecturer(s) and one or more external examiners appointed by the Ministry of Science, Technology and Innovation.

7.2. Students take six types of exams, including a thesis.

A paper on a set topic is an exam where the examinee must answer one or more questions prepared by the lecturer. A paper on an optional topic is an exam where the student has formulated one or more questions which have then been approved by the examiner.

Some written exams are individual, while others are group-based. The student may always submit written assignments individually. All oral exams are taken individually.

The thesis may be prepared individually or in groups, but the oral defence is always individual.

The maximum number of students per group for written exams is four. However, the maximum number of students per group in connection with the thesis is three. **It must be clear which sections/parts are contributed by the individual group members so as to allow for an individual assessment of student performance.**

Types of exams:

- a) Oral exam (set topic)
- b) Written take-home paper (optional or set topic)
- c) Project report with oral defence (optional topic)
- d) Synopsis with oral defence (optional topic)
- e) Portfolio with oral defence (optional topic)
- f) Thesis with oral defence (optional topic)

7.3. Individual exams:

Basic part

Exam 1: Corporate Communication and Stakeholder Relations (15 ECTS)

Exam 2: Strategic Management of Organisations in a Communicative Perspective (10 ECTS)

Exam 3: Scientific Methods (5 ECTS)

Exam 4: Corporate Communication in Change and Crisis Situations (10 ECTS)

Exam 5: Stakeholder Relations (10 ECTS)

Exam 6: Elective (5 ECTS)

Exam 7: Elective (5 ECTS)

Profiling part

Profile: Integrated Marketing Communication and Public Relations

Track: Teaching

Exam 8a: Integrated Marketing Communication and Public Relations (15 ECTS)

Exam 9a: Consumption, Society and Market (10 ECTS)

Exam 10a: Marketing, Organisation and Management (5 ECTS)

Track: Internship

Exam 11a: Internship: Integrated Marketing Communication and Public Relations (20 ECTS)

Exam 12a: Marketing and PR: Organisation, Management and Consumption (10 ECTS)

or

Profile: Global Communication in a Corporate Perspective

Track: Teaching

Exam 8b: Global Communication (15 ECTS)

Exam 9b: Society, Networks and Globalisation (10 ECTS)

Exam 10b: International Management and Globalisation (5 ECTS)

Track: Internship

Exam 11b: Internship: Global Communication (20 ECTS)

Exam 12b: Management, Society and Globalisation (10 ECTS)

or

Profile: HR Communication

Track: Teaching

Exam 8c: HR Communication and Management: Challenges and Dilemmas (15 ECTS)

Exam 9c: Theoretical Perspectives in HR Communication (10 ECTS)

Exam 10c: HR Policy and HR Law (5 ECTS)

Track: Internship

Exam 11c: HR Communication (20 ECTS)

Exam 12c: HR Communication, Management and Policies (10 ECTS)

Exam 13: Thesis (30 ECTS)

Chapter 8: Exam descriptions

Exam title: Corporate Communication

Exam code: Exam 1

Exam type: Project report (group) with oral defence (individual)

ECTS: 15

Description of exam

A project report which analyses, solves and/or evaluates a theoretical or practical communicative problem or task within corporate communication is prepared continuously alongside the normal studies. The topic of the report is chosen by the student in collaboration with a supervisor. The student is responsible for finding the theoretical and/or empirical basis of the report.

Scope

The report has a maximum length of 55,000 characters (25 standard pages) per student. The number of characters must be indicated in the report.

Duration

The deadline for submitting the report will be announced online via the exam schedule. The oral defence is held a maximum of 5 weeks after submission of the report. A total of 30 minutes is allowed for the oral defence, including evaluation. No preparation time.

Evaluation criteria

- Ability to demonstrate theoretical insights into and/or practical skills within strategic management of corporate communication
- Ability to discuss and critically reflect upon models, theories and concepts within the field
- Ability to elaborate on the contents of the report and further demonstrate the student's knowledge of the chosen topic
- Ability to use standard principles for writing reports as well as a proficiency in written English
- Ability to demonstrate an understanding of standard principles for oral presentations as well as a proficiency in spoken English

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates an excellent ability to present, discuss, apply and critically reflect upon relevant theories and methods in relation to the chosen report topic. At the oral defence, the student's presentation is focused, structured and reflective. In addition, the student is able to elaborate on and discuss all aspects of the report in relation to corporate branding and corporate communication. Finally, the language written and spoken by the student is fluent and demonstrates excellent communicative proficiency.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student demonstrates basic theoretical and methodological knowledge in relation to corporate communication and corporate branding, but is insecure in terms of how to critically reflect upon and apply the theories and methods to the project topic. At the oral defence, the student shows knowledge of basic presentation skills, but lacks focus and reflection. In addition, the student is partially able to elaborate on and discuss relevant aspects of the report in relation to corporate communication and corporate branding. Finally, the language written and spoken by the student is fairly fluent and demonstrates a capacity for formulation, but lacks communicative proficiency.

Exam evaluation

External examiner

Grading

One grade is awarded according to the Danish 7-point scale. The grade is based on the report (2/3) and the oral defence (1/3).

Exam title: Strategic Management of Organisations in a Communicative Perspective

Exam code: 2

Exam type: Oral exam

ECTS: 10

Description of exam

During the oral exam, the student must be able to answer one or more questions set by the lecturer within the field of study (curriculum) and, in dialogue with the lecturer and the examiner, elaborate on and discuss relevant aspects of the question(s).

Duration

30 minutes, including evaluation. Preparation time is 30 minutes. Written aids are allowed.

Evaluation criteria

- Ability to present and discuss relevant concepts, models and theories within strategic management from a corporate communication perspective
- Ability to discuss and critically reflect upon models, theories and concepts
- Ability to apply those models, theories and concepts in relation to analysing specific situations or cases within strategic management from a corporate communication perspective
- Ability to comply with standard principles of oral communication as well as a proficiency in spoken English

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student shows substantial knowledge of and excellent skills within presenting, applying and discussing relevant concepts, models and theories of relevance to strategic management from a corporate communication perspective. The student's presentation is characterised by good reasoning, and his/her ability to discuss and critically reflect upon the exam issues and questions is excellent. The student demonstrates a high degree of knowledge in relation to principles of good oral communication as well as excellent English proficiency and communication skills.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student shows basic knowledge of and basic skills relating to concepts, models and theories within strategic management from a corporate communication perspective, but is insecure with regard to how to apply and discuss the knowledge/skills in relation to the exam issues and questions. The presentation and discussion lack focus and critical reflection. The student further demonstrates moderate English proficiency and communication skills.

Exam evaluation

Internal examiner

Grading

One grade is awarded according to the Danish 7-point scale.

Exam title: Scientific Methods

Exam code: Exam 3

Exam type: Written take-home paper

ECTS: 5

Description of exam

The students are asked to develop a methodological design for the investigation of a concrete case problem. The case presents a number of issues that management would like to learn more about. The methodological design must help obtain the relevant knowledge and include a qualitative and a quantitative section.

The report is individual and should include:

- The selection of a theoretical paradigm (positivism, critical rationalism, hermeneutics, social constructionism) upon which the investigation is carried out
- Reflections on how the questionnaire and the specific questions on the questionnaire will help to generate this knowledge
- Reflections on who should answer the questionnaire and how it should be distributed
- Reflections on the type of qualitative interview chosen, who should be interviewed, for what purpose
- Reflections on how the specific questions will help obtain the relevant knowledge

Scope

The exam includes the development of two concrete methodological tools which help generate the relevant knowledge:

- 1) A qualitative interview guide
- 2) A quantitative questionnaire

The qualitative interview guide should be max. 2 standard pages (4.400 characters) in length, and the quantitative questionnaire should be max. 4 standard pages (8.800 characters) in length.

Furthermore, the students must legitimise their methodological choices in a written report (max. 7 standard pages, corresponding to 15.400 characters).

The number of characters must be indicated on the paper.

Duration

3 days

Evaluation criteria

- Ability to demonstrate theoretical insights into and practical skills in using qualitative and quantitative methods

- Ability to use scientific traditions as a basis for methodological choices
- Ability to discuss and critically reflect upon methods, theories and concepts
- Ability to comply with standard principles for writing reports as well as a proficiency in written English
- Ability to demonstrate an understanding of standard principles for oral presentations as well as a proficiency in spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only few minor weaknesses.

Detailed description:

The student demonstrates an excellent ability to present, discuss, apply and critically reflect upon relevant methods of a qualitative and quantitative nature. Furthermore, the student demonstrates an excellent ability to use scientific traditions as a foundation for methodological choices. Finally, the language is fluent and demonstrates excellent communicative proficiency in English.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student demonstrates basic theoretical and methodological knowledge and an ability to apply qualitative and quantitative methods, but is insecure in terms of how to critically reflect upon and apply the theories and methods to the exam topic. Finally, the language is fairly fluent and demonstrates a capacity for formulation, but lacks communicative proficiency in English.

Exam evaluation

Internal examiner

Grading

One grade is awarded according to the Danish 7-point scale.

Exam title: Corporate Communication in Change and Crisis Situations

Exam code: Exam 4

Exam type: Project report (group) with oral defence (individual)

ECTS: 10

Description of exam

A project report which analyses, solves and/or evaluates a communicative problem or task of a theoretical or practical nature within corporate communication from an internal and/or an external perspective is prepared continuously throughout the course. The topic of the report is decided in collaboration with the supervisor. The student is responsible for finding the theoretical and/or empirical basis of the report. The oral defence is held a maximum of 5 weeks after the report has been submitted.

Scope

The written report should be max. 33,000 characters, corresponding to 15 standard pages in length, per student. The number of characters must be indicated on the report.

Duration

The report is prepared alongside normal studies. The deadline for submitting the report will be announced online via the exam schedule. A total of 30 minutes is allowed for the oral defence, including assessment. No preparation time.

Evaluation criteria

- Ability to demonstrate theoretical insights into and/or practical skills within the strategic management of corporate communication in unusual situations such as change communication/management and crisis communication/management
- Ability to discuss and critically reflect upon methods, theories and concepts within the field
- Ability to elaborate on the contents of the report and further demonstrate his or her knowledge of the chosen topic
- Ability to comply with standard principles for writing reports as well as a proficiency in written English
- Ability to demonstrate an understanding of standard principles for oral presentations as well as a proficiency in spoken English

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates an excellent ability to present, discuss, apply and critically reflect upon relevant theories and methods in relation to the chosen report topic. At the oral defence, the student's presentation is focused, structured, reflective and well-chosen in relation to the report. In addition, the student is able to elaborate on and discuss all aspects of the report in relation to change and/or crisis communication. Finally, the language written and spoken by the student is fluent and demonstrates excellent communicative proficiency in English.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student demonstrates basic theoretical and methodological knowledge within crisis and/or change communication, but is insecure in terms of how to critically reflect upon and apply the theories and methods to the project topic. At the oral defence, the student shows knowledge of basic presentation skills, but lacks focus and reflection. In addition, the student is partially able to elaborate on and discuss relevant aspects of the report in relation to corporate change and/or crisis communication. Finally, the language written and spoken by the student is fairly fluent and demonstrates a capacity for formulation, but lacks communicative proficiency in English.

Exam evaluation

External examiner

Grading

One grade is awarded according to the Danish 7-point scale. The grade is based on the report (2/3) and the oral defence (1/3).

Exam title: Stakeholder Relations

Exam code: Exam 5

Exam type: One week written take-home paper with oral defence

ECTS: 10

Description of exam

The exam assignment is based on a case which forms the foundation for a case solution to be presented orally. The assignment will be given to the student seven days prior to the oral examination.

The student is asked to prepare a plan for the strategic management of relevant corporate stakeholders based on theories and methods within stakeholder relations and media management introduced during the course.

Duration

One-week written take-home paper. A total of 30 minutes is allowed for the oral defence, including assessment. No preparation time.

Evaluation criteria

- Ability to demonstrate theoretical insight into and/or practical skills within the management of and communication with relevant stakeholders (consumers, employees, media etc.)
- Ability to use relevant stakeholder and media management theories and methods and to assess their practical relevance in relation to the exam case and the suggested solution.
- Ability to enter into a dialogue with the teacher and the external examiner in order to elaborate on and discuss aspects of the case and the presented case solution.
- Ability to demonstrate an understanding of standard principles for oral presentations as well as a proficiency in spoken English.

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only few minor weaknesses.

Detailed description:

The student demonstrates exceptional ability to include relevant theories and methods in providing a solution to the case assignment both in relation to analysing the situation and designing an appropriate stakeholder management response, also including media management perspectives. The

student's presentation is characterised by being focused, structured and reflected. In addition, the student is able to elaborate on and discuss all aspects of his/her case solution taking into consideration relevant theories, methods and practical aspects. Finally, the language spoken by the student is fluent and excellent from a communicative point of view.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student demonstrates basic theoretical and methodological knowledge in relation to stakeholder relations, incl. media management perspectives, but is insecure in terms of how to critically reflect upon and apply the theories and methods to the case assignment. The student shows a basic ability to present the case solution taking into account relevant aspects from the assignment, but the presentation lacks focus and reflection. In addition, the student is partially able to elaborate on and discuss relevant aspects of his/her case solution. Finally, the language written and spoken by the student is fairly fluent and demonstrates a capacity of formulation, but lacks communicative proficiency

Exam evaluation

External examiner

Grading

One grade is awarded according to the Danish 7-point scale.

Exam title: Elective

Exam code: Exams 6 and 7

ECTS: 5 (Exam 6), 5 (Exam 7)

Description of exam

Exam form for the electives may vary, and the relevant exam form, evaluation criteria and descriptions of individual grades will be stated under the relevant elective in the online course catalogue.

Profile: Integrated Marketing Communication and Public Relations

Teaching track

Exam title: Integrated Marketing Communication and Public Relations

Exam code: Exam 8a

Exam type: Synopsis with oral defence

ECTS: 15

Description of exam

The exam consists of an individual written synopsis followed by an oral exam. The synopsis must thematise, discuss and reflect on an empirical and/or theoretical problem within integrated marketing communication and public relations. The synopsis must explain central and relevant perspectives on and challenges (theoretical, analytical or methodological) associated with the problem, as well as proposing possible solutions to the chosen problem. The topic of the synopsis is decided in collaboration with the supervisor. The student is responsible for procuring the theoretical and/or empirical basis of the synopsis. The synopsis should not be viewed as a completed paper, but as a written basis for an oral presentation followed by a discussion.

The oral exam takes place a maximum of 4 weeks after the deadline for submission of the synopsis.

Scope

The written synopsis should contain max. 22,000 characters, corresponding to 10 standard pages in length. The number of characters must be stated on the synopsis.

Duration

The time allowed for the oral exam is 30 minutes, including evaluation, and the student's presentation should take max. 10 minutes.

Evaluation criteria

The evaluation places particular emphasis on the student's ability to:

- Pinpoint relevant issues and challenges in connection with the chosen topic
- Analyse, discuss and reflect on analytical and/or methodological challenges and/or solution proposals on the basis of relevant theories, models and concepts within integrated marketing communication
- Master standard principles for oral and written presentations, including the ability to communicate, organise, present arguments and discuss as well as demonstrating a proficiency in written and spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The presentation demonstrates a confident ability to incorporate, analyse and discuss relevant theories, models and concepts in relation to the chosen topic. The synopsis and the oral presentation are presented in a focused, well-structured and reflective manner.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The presentation lacks a precise focus and a systematic approach and demonstrates only a limited ability to analyse, discuss and reflect on the challenges associated with and/or the solution to the chosen problem.

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale. The grade is based on an equal weighting of the written and oral parts of the exam.

Teaching track

Exam title: Consumption, Society and Market

Exam code: Exam 9a

Exam type: Written take-home paper (12 hours)

ECTS: 10

Description of exam

The exam consists of a set written take-home paper (individual). The assignment addresses theoretical issues concerning the necessary context-related considerations associated with the preparation and implementation of integrated marketing communication.

Scope

The written assignment should contain max. 22,000 characters, corresponding to 10 standard pages in length. The number of characters must be stated on the assignment.

Duration

The assignment must be submitted within 12 hours.

Evaluation criteria

The evaluation places particular emphasis on the student's ability to:

- Document theoretical insights into central theories, models and concepts within the areas of consumption, society and markets
- Use analytical skills that demonstrate his/her ability to deal with individual areas (and changes within these areas) so that the assigned problems can be addressed from a dynamic and complex perspective
- Master standard principles for written presentations, including the ability to communicate, organise, present arguments and discuss as well as demonstrating a proficiency in written English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The assignment demonstrates the student's confident ability to incorporate and consider relevant theory within the field and to select and use sources and methods that are appropriate for the

assignment. The assignment is well-argued and contains relevant as well as independent analyses and thoughts. The paper is focused, well-structured and cogent. The student fully demonstrates his/her mastery of standard principles of report writing as well as a proficiency in written English.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The assignment displays basic knowledge of concepts, models and theories within the scope of the subject, but a degree of uncertainty in the use and discussion of this knowledge in relation to the issue in question. The paper is descriptive and characterised by a lack of or insufficient perspective and/or a lack of structure and cogency. The student satisfactorily demonstrates his/her mastery of standard principles of report writing and demonstrates a proficiency in written English.

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale.

Teaching track

Exam title: Marketing, Organisation and Management

Exam code: Exam 10a

Exam type: Oral exam

ECTS: 5

Description of exam

The exam consists of an oral exam, where the student must be able to answer one or more questions set by the examiner (lecturer) and, in dialogue with the internal or external examiner(s), elaborate on and discuss relevant aspects of the question(s).

Duration

The oral exam has a duration of 30 minutes, including evaluation. Preparation time allowed is 30 minutes. Written aids are allowed during preparation.

Evaluation criteria

During the oral exam, the student must:

- Document theoretical insights into and/or skills in strategic management of integrated marketing communication and PR
- Master standard principles for oral presentation and demonstrate a proficiency in spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The performance demonstrates a confident ability to incorporate and consider relevant concepts, models and theories within the discipline and/or an ability to select and utilise appropriate sources and methods in connection with answering the question(s). The oral presentation is of a high quality, and the student demonstrates a confident ability to present, discuss and answer the question(s) asked in a focused, well-structured and reflective manner.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The oral performance lacks a precise focus and a systematic approach, and the performance demonstrates a limited ability to discuss and reflect on the answer(s) to the question(s).

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale.

Internship track

Exam title: Internship: Integrated Marketing Communication and Public Relations

Exam code: Exam 11a

Exam type: Portfolio with oral defence

ECTS: 20

Description of exam

The exam takes the form of an individual written portfolio with an oral defence. The portfolio consists of two separate assignments. For each assignment, the student must describe, thematise and reflect on an actual or potential issue in connection with the internship and address communication strategy challenges from the point of view of the various professional areas that make up the profile. The individual assignment must consist of a response to an independently prepared response to a problem as well as appendices, which the student is responsible for compiling and which reflect the working process as well as serving as documentation for the response (e.g. texts, photos, interview material, observations etc.). The topics of the portfolio are decided in collaboration with a supervisor. The student is responsible for procuring the theoretical and/or empirical basis of the portfolio. The portfolio forms the basis of the oral exam, where the student gives a presentation that reflects on the internship as a whole and explains the relevant theories and/or methods and puts them into perspective. Furthermore, the student must elaborate on how the topics are connected to the profile.

The oral exam takes place a maximum of 4 weeks after the deadline for submission of the portfolio.

Scope

The portfolio assignments have a total scope of max. 44,000 characters, corresponding to 20 standard pages (excluding appendices), which corresponds to two independent assignments of approx. 22,000 characters each. The number of characters must be stated on each assignment.

Duration

The written portfolio is prepared continuously during the internship period and forms the basis of the oral presentation. The time allowed for the oral exam is 30 minutes, including evaluation, and the student's presentation should take max. 10 minutes.

Evaluation criteria

The evaluation places particular emphasis on the student's ability to:

- Explain, analyse, discuss and reflect on practical (actual or potential) issues associated with an internship within integrated marketing communication and PR
- Relate and discuss issues covered during the internship and put them into perspective in relation to relevant theories within integrated marketing communication and PR

- Master standard principles for oral and written presentations, including the ability to communicate, structure, present arguments and discuss as well as demonstrating a proficiency in spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates a convincing ability to reflect on issues and possible solutions in a practical context from a communication, context and management-related perspective, as well as the relations between these perspectives. The student also demonstrates a confident ability to incorporate and relate to relevant theories, models and concepts within integrated marketing communication and public relations. The portfolio and the oral presentation are of a high quality and demonstrate a clear focus as well as a convincing, systematic approach and structure.

02: Minimum requirements

A presentation demonstrating only the minimum acceptable degree of fulfilment of the objectives of the course.

Detailed description:

The presentation lacks a precise focus and a systematic approach and demonstrates only a limited ability to analyse, discuss and reflect on the practical problems and possible solutions as well as associated theoretical perspectives.

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale. The grade is based on an equal weighting of the written and oral parts of the exam.

Internship track

Exam title: Marketing and PR: Organisation, Management and Consumption

Exam code: Exam 12a

Exam type: Oral exam

ECTS: 10

Description of exam

The exam takes the form of an oral exam based on a set assignment that addresses a theoretical problem related to the communicative, the consumption-related and societal and/or organisational and management-related dimensions of integrated marketing communication and public relations. In connection with the oral exam, the student must be able to answer the questions asked in the set assignment and, in dialogue with the internal or external examiner(s), elaborate on and discuss relevant aspects of the questions.

Duration

The student has three days within which to do the assignment and prepare a presentation. The time allowed for the exam is 30 minutes, including evaluation.

Evaluation criteria

The evaluation places particular emphasis on the student's ability to:

- Document theoretical insights into central theories, models and concepts within integrated marketing communication and public relations and into the interplay between the communicative, the context-related and/or the management-related dimensions of integrated marketing communication
- Master standard principles for oral presentations, including the ability to communicate, organise, present arguments and discuss as well as demonstrating a proficiency in spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The performance demonstrates a confident ability to select, analyse and discuss relevant theories, models and concepts and to put them into perspective in relation to the assignment. The oral presentation is of a high quality and takes a focused, organised and reflective approach to presenting, discussing and answering the assignment.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The oral presentation lacks a precise focus and a systematic approach, and the performance demonstrates a limited ability to discuss and reflect on the answer to the assignment.

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale.

Profile: Global Communication in a Corporate Perspective

Teaching track

Exam title: Global Communication

Exam code: Exam 8b

Exam type: Synopsis with oral defence

ECTS: 15

Description of exam

The exam consists of an individual written synopsis followed by an oral exam. The synopsis must thematise, discuss and reflect on an empirical and/or theoretical problem within global communication. The synopsis must explain central and relevant perspectives on and challenges (theoretical, analytical or methodological) associated with the problem, as well as proposing possible solutions to the chosen problem. The topic of the synopsis is decided in collaboration with the supervisor. The student is responsible for procuring the theoretical and/or empirical basis of the synopsis. The synopsis should not be viewed as a completed paper, but as a written basis for an oral presentation followed by discussion.

The oral exam takes place a maximum of 4 weeks after the deadline for submission of the synopsis.

Scope

The written synopsis should contain max. 22,000 characters, corresponding to 10 standard pages in length. The number of characters must be stated on the synopsis.

Duration

The time allowed for the oral exam is 30 minutes, including evaluation, and the student's presentation should take max. 10 minutes.

Evaluation criteria

The evaluation places particular emphasis on the student's ability to:

- Refer to relevant issues and challenges in connection with the chosen topic
- Analyse, discuss and reflect on analytical and/or methodological challenges and/or solution proposals on the basis of relevant theories, models and concepts within global communication from a corporate perspective
- Master standard principles for oral and written presentations, including the ability to communicate, organise, present arguments and discuss as well as demonstrating a proficiency in written and spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The presentation demonstrates a confident ability to incorporate, analyse and discuss relevant theories, models and concepts in relation to the chosen topic. The synopsis and the oral presentation are presented in a focused, well-structured and reflective manner.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The presentation lacks a precise focus and a systematic approach and demonstrates only a limited ability to analyse, discuss and reflect on the challenges associated with and/or solution to the chosen problem.

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale. The grade is based on an equal weighting of the written and oral parts of the exam.

Teaching track

Exam title: Society, Networks and Globalisation

Exam code: Exam 9b

Exam type: Written take-home paper (12 hours)

ECTS: 10

Description of exam

The exam consists of a set written take-home paper (individual). The assignment addresses theoretical issues concerning the necessary context-related considerations associated with the preparation and implementation of international communication in a global context.

Scope

The written assignment should contain max. 22,000 characters, corresponding to 10 standard pages in length. The number of characters must be stated on the assignment.

Duration

The assignment must be submitted within 12 hours.

Evaluation criteria

The evaluation places particular emphasis on the student's ability to:

- Document theoretical insights into central theories, models and concepts within society, networks and globalisation
- Show analytical skills that demonstrate the student's ability to relate to the individual areas (and changes within these areas) so that the subject of the assignment can be addressed from a dynamic and complex perspective
- Master standard principles for written presentations, including the ability to communicate, organise, present arguments and discuss as well as demonstrating a proficiency in written English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The assignment demonstrates a confident ability to incorporate and consider relevant theory within the field and to select and use sources and methods that are appropriate for the assignment. The assignment is well-argued and contains relevant as well as independent analyses and thoughts. The paper is focused, well-structured and cogent. The student fully demonstrates his/her mastery of standard principles of report writing and demonstrates a proficiency in written English.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The assignment displays basic knowledge of concepts, models and theories within the scope of the subject, but a degree of uncertainty in the use and discussion of this knowledge in relation to the issue in question. The paper is descriptive and characterised by a lack of or insufficient perspective and/or a lack of structure and cogency. The student satisfactorily demonstrates his/her mastery of standard principles of report writing and demonstrates a proficiency in written English.

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale.

Teaching track

Exam title: International Management and Globalisation

Exam code: Exam 10b

Exam type: Oral exam

ECTS: 5

Description of exam

The exam consists of an oral exam, where the student must be able to answer one or more questions set by the examiner (lecturer) and, in dialogue with the internal or external examiner(s), elaborate on and discuss relevant aspects of the question(s).

Duration

The oral exam has a duration of 30 minutes, including evaluation. Preparation time allowed is 30 minutes. Written aids are allowed during preparation.

Evaluation criteria

During the oral exam, the student must:

- Document theoretical insights into and/or skills in strategic management of global communication from a corporate perspective.
- Master standard principles for oral presentations and demonstrate a proficiency in spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The performance demonstrates a confident ability to incorporate and consider relevant concepts, models and theories within the discipline and/or an ability to choose and utilise appropriate sources and methods in connection with answering the question(s). The oral presentation is of a high quality, and the performance demonstrates a confident ability to present, discuss and answer the question(s) asked in a focused, well-structured and reflective manner.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The oral presentation lacks a precise focus and a systematic approach, and the performance demonstrates a limited ability to discuss and reflect on the answer(s) to the question(s).

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale.

Internship track

Exam title: Internship: Global Communication

Exam code: Exam 11b

Exam type: Portfolio with oral defence

ECTS: 20

Description of exam

The exam takes the form of an individual written portfolio with an oral defence. The portfolio consists of two separate assignments. For each assignment, the student must describe, thematise and reflect on an actual or potential issue in connection with the internship and address communication strategy challenges from the point of view of the various professional areas that make up the profile. The individual assignment must consist of a an independently prepared response to a problem as well as appendices, which the student is responsible for compiling and which reflect the working process as well as serving as documentation for the portfolio (e.g. texts, photos, interview material, observations etc.). The topics of the portfolio are decided in collaboration with a supervisor. The student is responsible for procuring the theoretical and/or empirical basis of the portfolio. The portfolio forms the basis of the oral exam, where the student gives a presentation that reflects on the internship as a whole and explains the relevant theories and/or methods and puts them into perspective. Furthermore, the student must elaborate on how the topics are connected to the profile. The oral exam takes place a maximum of 4 weeks after the deadline for submission of the portfolio.

Scope

The portfolio assignments have a total scope of max. 44,000 characters, corresponding to 20 standard pages (excluding appendices), which corresponds to two independent assignments of approx. 22,000 characters each. The number of characters must be stated on each assignment.

Duration

The written portfolio is prepared continuously during the internship period and forms the basis of the oral presentation. The time allowed for the oral exam is 30 minutes, including evaluation, and the student's presentation should take max.10 minutes.

Evaluation criteria

The evaluation places particular emphasis on the student's ability to:

- Explain, analyse, discuss and reflect on practical (actual or potential) issues associated with an internship within global communication from a corporate perspective.

- Relate and discuss issues dealt with during the internship and put them into perspective in relation to relevant theories within global communication from a corporate perspective
- Master standard principles for oral and written presentations, including the ability to communicate, organise, present arguments and discuss as well as demonstrating a proficiency in written and spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates a convincing ability to reflect on issues and possible solutions in a practical context within a communication, context and management perspective, respectively, and relations between these perspectives. The student also demonstrates a confident ability to incorporate and handle relevant theories, models and concepts within global communication from a corporate perspective. The portfolio and the oral presentation are of a high quality and demonstrate a clear focus as well as a convincing, systematic approach and structure.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The presentation lacks a precise focus and a systematic approach and demonstrates only a limited ability to analyse, discuss and reflect on the practical problems and any solutions as well as associated theoretical perspectives.

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale. The grade is based on an equal weighting of the written and oral parts of the exam.

Internship track

Exam title: Management, Society and Globalisation

Exam code: Exam 12b

Exam type: Oral exam

ECTS: 10

Description of exam

The exam takes the form of an oral exam based on a set assignment that addresses a theoretical problem related to the communicative, societal and/or organisational and management-related dimensions of global communication from a corporate perspective. In connection with the oral exam, the student must be able to answer the questions asked in the set assignment and, in dialogue with the internal or external examiner(s), elaborate on and discuss relevant aspects of the questions.

Duration

The student has 3 days within which to solve the assignment and prepare a presentation. The time allowed for the exam is 30 minutes, including evaluation.

Evaluation criteria

The evaluation places particular emphasis on the student's ability to:

- Document theoretical insights into central theories, models and concepts within global communication and in the interplay between the communicative, the context-related and/or the management-related dimensions of global communication from a corporate perspective.
- Master standard principles for oral presentations, including the ability to communicate, organise, present arguments and discuss as well as demonstrating a proficiency in spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The presentation demonstrates a confident ability to select, analyse and discuss relevant theories, models and concepts and to put them into perspective in relation to the assignment. The oral

presentation is of a high quality and takes a focused, organised and reflective approach to presenting, discussing and answering the assignment.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The oral presentation lacks a precise focus and a systematic approach, and the performance demonstrates only a limited ability to discuss and reflect on the answer to the set assignment.

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale.

HR Communication profile

Teaching track

Exam title: HR Communication and Management: Challenges and Dilemmas

Exam code: Exam 8c

Exam type: Synopsis with oral defence

ECTS: 15

Description of exam

The exam consists of an individual written synopsis followed by an oral exam. The synopsis must thematise, discuss and reflect on an empirical and/or theoretical problem within HR communication and management. The synopsis must explain central and relevant perspectives on, challenges and dilemmas (theoretical, analytical or methodological) associated with the issue, as well as proposing possible solutions to the chosen problem. The topic of the synopsis is decided in collaboration with the supervisor. The student is responsible for procuring the theoretical and/or empirical basis of the synopsis. The synopsis should not be viewed as a completed paper, but as a written basis for an oral presentation followed by discussion.

The oral exam is held a maximum of 4 weeks after the deadline for submission of the synopsis.

Scope

The written synopsis should contain max. 22,000 characters, corresponding to 10 standard pages in length. The number of characters must be stated on the synopsis.

Duration

The time allowed for the oral exam is 30 minutes, including evaluation, and the student's presentation should take max. 10 minutes.

Evaluation criteria

The evaluation places particular emphasis on the student's ability to:

- Refer to relevant issues and challenges in connection with the chosen topic
- Analyse, discuss and reflect on analytical and/or methodological challenges and/or proposed solutions on the basis of relevant theories, models and concepts within HR communication
- Master standard principles for oral and written presentations, including the ability to communicate, organise, present arguments and discuss as well as demonstrating a proficiency in written and spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The presentation demonstrates a confident ability to incorporate, analyse and discuss relevant theories, models and concepts in relation to the chosen topic. The synopsis and the oral presentation are presented in a focused, well-structured and reflective manner.

02; Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The presentation lacks a precise focus and a systematic approach and demonstrates only a limited ability to analyse, discuss and reflect on the challenges associated with and/or possible solutions to the chosen problem.

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale. The grade is based on an equal weighting of the written and oral parts of the exam.

Teaching track

Exam title: Theoretical Perspectives in HR Communication

Exam code: Exam 9c:

Exam type: Written take-home paper (12 hours)

ECTS: 10

Description of exam

The exam consists of a set written take-home paper (individual). The assignment addresses theoretical issues concerning the necessary communication, context and management-related considerations associated with the preparation and implementation of HR communication.

Scope

The written assignment should contain max. 22,000 characters, corresponding to 10 standard pages in length. The number of characters must be stated on the assignment.

Duration

The assignment must be submitted within 12 hours.

Evaluation criteria

The evaluation places particular emphasis on the student's ability to:

- Document theoretical insights into central theories, models and concepts within HR communication
- Use analytical skills that demonstrate the student's ability to relate to the individual areas (and changes within these areas) so that the subject of the assignment can be addressed from a dynamic and complex perspective
- Master standard principles for written presentations, including the ability to communicate, organise, present arguments and discuss as well as demonstrating a proficiency in written English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The assignment demonstrates a confident ability to incorporate and consider relevant theory within the field and to select and use sources and methods that are appropriate for the assignment. The assignment is well-argued and contains relevant as well as independent analyses and thoughts. The paper is focused, well-structured and cogent. The student fully demonstrates his/her mastery of standard principles of report writing and demonstrates a proficiency in written English.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The assignment displays basic knowledge of concepts, models and theories within the scope of the subject, but a degree of uncertainty in the use and discussion of this knowledge in relation to the issue in question. The paper is descriptive and characterised by a lack of or insufficient perspective and/or a lack of structure and cogency. The student satisfactorily demonstrates his/her mastery of standard principles of report writing and demonstrates a proficiency in written English.

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale.

Teaching track

Exam title: HR Policies and HR Law

Exam code: Exam 10c

Exam type: Oral exam

ECTS: 5

Description of exam

The exam consists of an oral exam, where the student must be able to answer one or more questions set by the examiner (lecturer) and, in dialogue with the internal or external examiner(s), elaborate on and discuss relevant aspects of the question(s).

Duration

The time allowed for the oral exam is 30 minutes, including evaluation. Preparation time allowed is 30 minutes. Written aids are allowed during preparation.

Evaluation criteria

During the oral exam, the student must:

- Document theoretical insights into and/or skills in HR policy and HR law
- Document the ability to develop and manage the HR policies of private and public-sector organisations in interaction with the overall strategies of these organisations and the ability to handle central topics within HR law
- Master standard principles for oral presentation and demonstrate a proficiency in spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The performance demonstrates a confident ability to incorporate and consider relevant concepts, models and theories within the discipline and/or an ability to choose and utilise appropriate sources and methods in connection with answering the question(s). The oral presentation is of a high

quality, and the performance demonstrates a confident ability to present, discuss and answer the question(s) asked in a focused, well-structured and reflective manner.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The oral presentation lacks a precise focus and a systematic approach, and the performance demonstrates only a limited ability to discuss and reflect on the answer(s) to the question(s).

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale.

Internship track

Exam title: Internship: HR Communication

Exam code: Exam 11c

Exam type: Portfolio with oral defence

ECTS: 20

Description of exam

The exam takes the form of an individual written portfolio with an oral defence. The portfolio consists of two separate assignments. For each assignment, the student must describe, thematise and reflect on an actual or potential issue in connection with the internship and address communication strategy challenges from the point of view of the various professional areas that make up the profile. The individual assignment must consist of an independently prepared response to a problem as well as appendices, which the student is responsible for compiling and which reflect the working process as well as serving as documentation for the portfolio (e.g. texts, photos, interview material, observations etc.). The topics of the portfolio are decided in collaboration with a supervisor. The student is responsible for procuring the theoretical and/or empirical basis of the portfolio. The portfolio forms the basis of the oral exam, where the student gives a presentation that reflects on the internship as a whole and explains the relevant theories and/or methods and puts them into perspective. Furthermore, the student must elaborate on how the topic is connected to the profile. The oral exam takes place a maximum of 4 weeks after the deadline for submission of the portfolio.

Scope

The portfolio assignments have a total scope of max. 44,000 characters, corresponding to 20 standard pages in length (excluding appendices), which corresponds to two independent assignments of approx. 22,000 characters each. The number of characters must be stated on each assignment.

Duration

The written portfolio is prepared continuously during the internship period and forms the basis of the oral presentation. The time allowed for the oral exam is 30 minutes, including evaluation, and the student's presentation should take max. 10 minutes.

Evaluation criteria

The evaluation places particular emphasis on the student's ability to:

- Explain, analyse, discuss and reflect on practical (actual or potential) issues associated with an internship within HR communication
- Relate and discuss issues covered during the internship and put them into perspective in relation to relevant theories within HR communication
- Master standard principles for oral and written presentations, including the ability to communicate, organise, present arguments and discuss as well as demonstrating a proficiency in written and spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates a convincing ability to reflect on issues and possible solutions in a practical context within the different professional areas that make up the profile and relations between these perspectives. The student also demonstrates a confident ability to incorporate and relate to relevant theories, models and concepts within HR communication.

The portfolio and the oral presentation are of a high quality and demonstrate a clear focus as well as a convincing, systematic approach and structure.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The presentation lacks a precise focus and a systematic approach and demonstrates only a limited ability to analyse, discuss and reflect on the practical problems and possible solutions as well as associated theoretical perspectives.

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale. The grade is based on an equal weighting of the written and oral parts of the exam.

Internship track

Exam title: HR Communication, Management and Policies

Exam code: Exam 12c

Exam type: Oral exam

ECTS: 10

Description of exam

The exam takes the form of an oral exam based on a set assignment that addresses a theoretical problem related to the communicative, societal and/or organisational and management-related dimensions of HR communication. In connection with the oral exam, the student must be able to answer the questions asked in the set assignment and, in dialogue with the internal or external examiner(s), elaborate on and discuss relevant aspects of the questions.

Duration

The student has three days within which to do the assignment and prepare a presentation. The time allowed for the oral exam is 30 minutes, including evaluation.

Evaluation criteria

The evaluation places particular emphasis on the student's ability to:

- Document theoretical insights into central theories, models and concepts within HR Communication
- Master standard principles for oral presentations, including the ability to communicate, organise, present arguments and discuss as well as demonstrating a proficiency in spoken English

The grade is determined based on an overall assessment of the student's performance.

Description of grades

12 Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The presentation demonstrates a confident ability to select, analyse and discuss relevant theories, models and concepts and to put them into perspective in relation to the assignment. The oral

presentation is of a high quality and takes a focused, organised and reflective approach to presenting, discussing and answering the assignment.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The oral presentation lacks a precise focus and a systematic approach, and the performance demonstrates a limited ability to discuss and reflect on the answer to the assignment.

Examiner(s)

External

Grading

One grade is awarded according to the Danish 7-point scale.

Exam title: Thesis

Exam code: Exam 9

Exam type: Thesis on an optional topic with oral defence

ECTS: 30

Objectives

The purpose of the thesis is to enable the students:

- to carry out extensive scientific research
- of a problem which is relevant to the study programme
- by applying scientific theories and methods

in an independent manner.

Description of exam

The thesis is an independent paper on an optional topic. The thesis must be written in English and must include an abstract. All key references and analysed material must also be in English and be included in the thesis or as appendices.

The thesis may be prepared in groups of max. three students provided that the contribution of each student is clearly identified.

The thesis is defended through an individual oral exam.

Read more about academic supervisor allocation, thesis registration, deadlines and submission of your thesis in the 'Thesis' section under 'Practical information'.

Topics

The topic of the thesis must relate to corporate communication in a wide sense, including in an organisational, socio-economic or global context. The focus must be on a problem or issue of a theoretical and/or empirical nature.

Scope

If the thesis is written as an individual assignment, the scope is limited to 50 to 80 standard A4 pages (2,200 characters per page, excluding spaces) excluding the table of contents, bibliography, abstract and appendices, but including notes. The total number of characters must be indicated on the thesis. The thesis must comprise an abstract of max. 4,400 characters, excluding appendices. If the thesis is written by two students, the scope is limited to 75 to 120 standard pages, and if it is

written by three students, the scope is limited to 100 to 150 standard pages. The total number of characters must be indicated on the thesis.

Duration

The thesis is defended during an individual oral exam lasting 45 minutes, including evaluation of the performance. There is no preparation time.

Evaluation criteria

The evaluation will be based on the following elements in particular:

Written skills:

- The ability to present an accurate and well-defined problem statement
- The ability to acquire in-depth knowledge of the literature relevant to the topic
- The ability to choose and apply concepts, theories and methods relevant to the research of the problem(s) in question,
- The ability to analyse and assess applied theories, methods and empirical material
- The ability to take a critical approach when applying theory and empirical material
- The ability to argue in favour of the choices made
- The ability to present scientifically acceptable evidence of any claims made
- The ability to handle source material (e.g. references, notes and bibliography)
- The ability to present the material in a concise and logical manner
- The ability to express him or herself in an clear and linguistically correct manner
- The ability to prepare a brief and concise abstract.

Oral exam:

- The ability to present the problem(s) addressed in the thesis
- The ability to relate to, argue in favour of and reflect on applied theories, methods and results and to elaborate on the thesis and to put it into perspective during the discussion with the supervisor and the examiner
- How well the student masters the common principles of oral presentations and his or her ability to communicate

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates an excellent ability to work independently and critically within the framework of a well-defined problem statement. Further, the student demonstrates an in-depth knowledge of the topic in question, and a critical approach and confident application of the chosen theories and methods and of the empirical material. Finally, the student demonstrates the ability to relate to the thesis and to put the problem(s) at hand into perspective. The student demonstrates excellent English proficiency and communication skills. All formalities are complied with in relation to references, notes and the bibliography.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student is able to work independently and critically within the framework of the problem statement but only to a limited degree. Further, the student demonstrates limited knowledge of the topic in question, a lack of critical approach and is uncertain when applying the chosen theories and methods and empirical material. Similarly, the ability to relate to the thesis and to put the problem(s) into perspective is uncertain. There are no meaning-altering errors but the student demonstrates moderate English proficiency and communication skills. Minor inaccuracies in terms of complying with formalities may occur.

Exam evaluation

External examiner.

Grading

One grade is awarded according to the Danish 7-point scale. The grade is given in connection with the oral defence. The grade is based on the written part (2/3) and the oral defence (1/3).

An overall assessment is made of the degree to which the student meets the above evaluation criteria, both in the thesis and during the oral defence. The assessment includes an evaluation of the abstract accompanying the thesis.

Chapter 9: General provisions

Exams

Exams are taken individually and in such order as the student may wish.

Students can sit the exams once a year with the possibility of re-taking the exams in the same exam period.

An exam being graded in accordance with the Danish grading scale is passed when a grade of 02 (two) or higher is awarded. With other types of assessment, the mark 'passed' is awarded when an exam is passed.

Re-exam

If a student fails to obtain the mark 02 (or 'passed') at an exam, the student can register for the same exam in the same exam term.

If the written part of an exam *takes place over more than one week* (involving, e.g., the writing of a project report), the following deadlines for submission apply in connection with the re-exam: Re-exam in connection with winter exams: **15 April**, and re-exam in connection with summer exams: **15 October**.

To re-take exams involving *continuous assessment*, the student can choose to:

- Sit the re-exam in the same exam period as the first ordinary exam (the exam type for the re-exam is described in the exam description)
- Attend the course if it is offered again and participate in the continuous assessment
- Sit the re-exam the year after the first ordinary exam without re-taking the course (the exam type for the re-exam is described in the exam description)

Syllabus for re-exams

Students have the right to sit an exam with the same syllabus as in the first attempt if they re-take the exam using the first two options, i.e. if the student re-takes the exam in the same exam period or in the following exam period. Minor adjustments and updates to the syllabus are not considered changing the syllabus and therefore may occur. It is the student's responsibility to contact the teacher for more information about changes to the syllabus.

Individual exams/group exams

With individual exams as well as group exams, the performance of each student must be assessed individually. If written papers are submitted as group papers, the contributions of the individual members of the group must be clearly identifiable.

No. of exam attempts

Students can sit individual exams, and submit a thesis, a maximum of *three times*. The Study Committee for Postgraduate Programmes at the Department of Language and Business Communication may, in special cases, grant a fourth exam attempt.

Exam registration

Students are automatically registered for their first exam attempt for exams taking place in connection with or at the end of the semester in which a given course module has been offered. If students need to re-take an exam, they may only do so in the same or in a subsequent exam period after having registered for these exams.

Exam deregistration

The deadline for deregistering from an exam is no later than one week before the exam in question. If the student has registered for an exam without having deregistered from the exam in due time, the registration always counts as one exam attempt.

Special rules for 12-hour written take-home papers

- **Picking up the assignment**

The assignment must be downloaded electronically. For more information, please see StudyInfo (www.asb.dk/studinfo) and under your study programme click Exams and Internet Exam. The assignment can be picked up/downloaded from 8:15 am on the relevant exam date.

- **Material**

Students must bring their own writing material and aids if they choose to prepare their exam paper at ASB. All aids are allowed.

- **During the exam**

The author of the take-home paper may be contacted by phone within the first hour of the exam in case students have any questions about how to interpret the contents of the assignment.

- **Independence**

The 12-hour written take-home paper must be prepared individually and independently by the student. The evaluation of the student's performance is carried out on an individual basis.

The exam paper must be accompanied by a declaration stating that the assignment has been carried out in accordance with the provisions set forth in the study guide/curriculum, and that the exam paper has been prepared independently.

- **Submission of exam paper**

The exam paper must be uploaded electronically. For more information, please see StudyInfo (www.asb.dk/studinfo) and under your study programme click Exams and Internet Exam. The deadline for submission is 8:15 pm.

Violation of exam regulations

If an examinee fails to comply with the exam regulations, his or her paper may be rejected.

Reference is made to the rules concerning disciplinary action against students at Aarhus School of Business, Aarhus University. These can be found at

<http://www.asb.dk/studinfo/study> —→ Study Rules.

(in Danish).

Illness

If you are prevented from taking or completing an exam on account of illness or similar circumstances, the Study Committee for Postgraduate Programmes may, upon application, grant permission for late deregistration.

If you are granted permission to deregister from an exam because of illness, you have the right to sit the exam or submit the exam paper or project at a later date in the same exam period in compliance with the rules that apply to re-taking exams in the same exam period.

The application must be accompanied by documentation in the form of a medical certificate covering the day or period in question. Such a certificate is issued following personal contact with a doctor on the day of the exam.

Credit transfer

The Study Committee for Postgraduate Programmes may grant a credit transfer for programme elements completed at another Danish or foreign institution of higher education. Such programme elements are recognised as having been ‘passed’ unless a grade has been given according to the Danish grading scale at the institution at which the programme element was completed.

Exam certificate

Aarhus School of Business, Aarhus University issues a degree certificate stating the exams passed and the grades awarded.

Students who do not complete the study programme are entitled to documentation of any exams passed. The documentation contains information about the nature of the exams in question and the grades achieved.

Complaints

Complaints concerning exam results must be filed with the Student Counsellors' Office.

Chapter 10: General provisions

Study guide

A study guide will be prepared for the Master's programme. The study guide will be approved by the Study Committee for Postgraduate Programmes.

The study guide comprises a more detailed description of the study programme, practical guidelines for students and information about other aspects of relevance to the students' planning of their course of study.

Exemption from the curriculum

The Study Committee for Postgraduate Programmes may, in special circumstances, grant exemptions from those provisions of the curriculum which are not based on the ministerial order, but stipulated by Aarhus School of Business, Aarhus University.

Requests for exemptions based on the ministerial order must be submitted to the Danish Ministry of Science, Technology and Innovation via Aarhus School of Business, Aarhus University and must be accompanied by the school's comments.

Chapter 11: Commencement

The present curriculum is valid for students commencing the international study programme on 1 September 2010.

Chapter 12: Deadline for conclusion

This programme must be concluded no later than five years from commencement.