

STUDY REGULATION for **Subject Module in Business Studies**

35 ECTS

Version: 1

Valid per 1 september 2024

ROSKILDE UNIVERSITY

The provisions in this subject module description are issued pursuant to the rules in the bachelor's study regulation to which the student is registered.

The subject module description will become effective on 1 September 2024 and applies to all students. For students admitted before 1 September 2024, see the transition rules, if any, at the end of the document.

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1. About the programme

1.1 The Programme's objective and competence profile - academic and professional skills

The objective of the subject module is to strengthen knowledge and understanding, skills and competences gained in the basic courses and projects, in order for the student to:

- gain knowledge of the disciplines, main traditions and subject areas of the selected subject module,
- be able to use the most important theories and methods of the subject module,
- understand the role of the selected subject module in the bachelor's programme's main subject area and can reflect on it,
- be able to justify and select relevant solution and analysis models

The objective of the Subject Module in Business Studies is:

to enable the student to use aspects of key theories and methods within business economics to analyse companies. To enable the student to develop and substantiate knowledge and understanding on research questions pertaining to business processes and business economics, to give the student an understanding of an interdisciplinary approach, including business-related aspects and processes concerning business economics, organisation and management, to develop the student's proficiency in dealing with complex research questions, to collect and process relevant information and to draw up precise conclusions and analyses within aspects of business studies.

With reference to the University Programme Order section 3, the subject module will provide the student with knowledge and understanding, skills and competences within:

Knowledge and understanding:

- Insight into approaches to business studies from a business economics perspective, including relevant aspects of the company's economy, organisation and sales

Skills:

- Proficiency in constructing relevant research questions described with business economics theories and concepts, as well as developing and performing analyses of business research questions

Competences:

- Proficiency in developing and supporting knowledge and understanding of business processes in relation to corporate business structure, tasks and resources
- Proficiency in developing and carrying out business analyses based on a relevant field, consisting of both qualitative and quantitative social science/business economics methods
- Proficiency in conveying business economics research questions and analyses in an academic discussion and to those affected
- The competence to explain the involved scientific perspectives, theories and methods and their significance to the research question, the analysis and the response produced
- The competence to engage in problem-oriented cooperation from a business economics approach
- The competence to orient themselves in the business economics environment, thereby assessing their own needs for specialisation and further training. Furthermore, the ability to identify and explain their lack of knowledge and understanding in a given situation and hence the need for analyses and focused study.

1.2 Languages

The subject module is offered in English.

The examination language is identical to the teaching language.

1.3 Admission requirements

The admission requirements can be found on the university website.

1.4 ECTS rating and duration

The subject module has a total ECTS rating of 35 ECTS.

1.5 Main subject area affiliation

The subject module belongs under the main subject area of Social Sciences.

1.6 Board of Studies and Corps of External Examiners

The subject module belongs under the Board of Studies for Business- and Socio-Economics

The subject module is affiliated with the Corps of External Examiners for Business Administration.

2. Course of the programme

2.1 Programme elements

Study activities

The course module is set at 35 ECTS and consists of the following programme elements:
one project as well as subject module courses 1-4

Subject module project:

- Subject module Project in Business Studies (15 ECTS)

Subject module courses 1-3:

- Subject module course 1: Accounting (5 ECTS)
- Subject module course 2: Organisation Theory (5 ECTS)
- Subject module course 3: Marketing Management (5 ECTS)

Subject module courses 4a and 4b:

- Subject module course 4a. Social Science Methodology (5 ECTS)
- Subject module course 4b: Social Science Analysis Strategy (5 ECTS)

Students enrolled in the Social Science Bachelor's programme who choose two social science subject modules must complete both course 4a and course 4b.

It is recommended that course 4b is taken concurrently with the Bachelor's project.

Students enrolled in the Social Science Bachelor's programme who choose to combine it with a non-social science module must complete course 4b. It is recommended that course 4b is taken concurrently with the Bachelor's project.

Students enrolled in one of the other bachelor's programmes (Humanities, Natural Sciences, HumTek) must complete Course 4a. It is recommended that course 4a is taken concurrently with the subject module project in business studies.

Title	Subject module project in Business Studies
Amended	1 September 2024

Teaching language	English
Type of activity	Project
ECTS-rating	15 ECTS
Learning outcomes and assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: • Knowledge and understanding of analysis of business processes and activities. • Knowledge and understanding of business economics by conducting analyses with the theory and methods of the subject • Knowledge and understanding of the company's functions and resources. • Knowledge and understanding of one or more of the following areas: management and organisation, sales, accounting or financial management. • Knowledge and understanding of the interdisciplinary problem-oriented project work methods, tools and dynamics. • Skills: Proficiency in reflecting on each step in an analysis and explaining a productive and critical approach to the theory and methods of business studies. • Proficiency in developing and assessing relevant business economics research questions about business processes and in constructing and using relevant analytical model(s). • Proficiency in presenting and discussing business aspects from a business-economics perspective. • Proficiency in conveying, discussing and evaluating their own academic investigations as well as those of others. • Proficiency in identifying, analysing and assessing research questions within the subject's traditions from an interdisciplinary perspective. • Proficiency in given constructive feedback to other students academic work and reflecting upon the feedback given from other students. • Competences: The competence to identify and apply theories that support the study of companies and which are relevant to the practical and theoretical area. • The competence to carry out well-reflected analyses and demonstrate a methodological understanding in relation to the research question, problem area and academic perspective of the analysis. • The competence to take responsibility for – and to carry out a dialogue on – the presented problem area and conclusion.

	<ul style="list-style-type: none"> • Competence to be able to engage in constructive cooperation in a project group. • Competence to engage independently and constructively in a binding project collaboration in a project group concerning an interdisciplinary and problem-oriented project on a required subject. • Competence to identify their own learning needs and structure their own learning.
Overall content	<p>Through the project, students must gain insight into scientific analysis in the field of business economics by conducting a study of business processes or/and business conditions, which will teach students the importance of different perspectives in theory and methodology. Students must be able to critically apply different theories and methods within business economics and gain a basic insight into carrying out analyses from a business economics perspective. The project work is concluded with the preparation of a written project report.</p>
Teaching and working methods	<p>The main teaching format consists of project supervision, where each project group meets with the assigned supervisor according to individual appointments, as well as supervision in groups.</p> <p>The project supervision is complemented by a project process which includes the following elements:</p> <p>1) Group formation 2) Problemoriented seminar 3) Internal evaluation</p>
Type of exam	<p>Type of exam Group exam for the participants in the project work.</p> <p>The exam is based on the students' project report including the group based study portfolio. The exam includes individual presentations on a topic of the students' own choice. The topic must be relevant to the issues highlighted in the project report. Each individual presentation including questions lasts up to 3 minutes. The individual presentations are followed by a dialogue between the students and the assessors based on the project.</p> <p>There may be posed questions related to the subject area of the project report and the project support process' relevance and significance for the project process.</p> <p>The assessment is individual and is based on the project report including the group based study portfolio and the student's oral performance.</p> <p>Permitted group size: 3-6 students.</p> <p>The character limits of the project report are: For 3 students: 110,400-151,200 characters, including spaces. For 4 students: 110,400-151,200 characters, including spaces.</p>

	<p>For 5 students: 151,200-204,000 characters, including spaces. For 6 students: 151,200-204,000 characters, including spaces. The character limits include the cover, table of contents, summary, bibliography, figures and other illustrations, but exclude appendices.</p> <p>The project report must include a summary in English, that is part of the assessment.</p> <p>Time allowed for the exam including time used for assessment is for: 3 students: 75 minutes. 4 students: 90 minutes. 5 students: 105 minutes. 6 students: 120 minutes.</p> <p>Writing and spelling skills in the project report are part of the assessment.</p> <p>Permitted support and preparation materials during the exam: All.</p> <p>Assessment: 7-point grading scale Moderation: External examiner.</p>
	<p>Each semester the Board of Studies will choose the exam type if more than one is listed.</p>

Title	Subject module course 1: Accounting
Amended	1 September 2019
Teaching language	English
Type of activity	Mandatory course
ECTS-rating	5 ECTS
Learning outcomes and assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: Knowledge and understanding concerning annual reports, their legal framework, and business analyses • Knowledge and understanding of the elements of an annual report, including the terms, theories and models used, and the main features of the legal basis. • Knowledge and understanding of other external and internal economic information about companies. • Knowledge and understanding of the direct costing and allocation methods.

	<ul style="list-style-type: none"> • Knowledge and understanding of different forms of financing. • Knowledge and understanding of the main rules and principles of income tax and VAT. • Knowledge and understanding of methods for external and internal analysis of companies based on financial statements and other data sources. • Skills: Skills in conducting analyses based on accounting information and internally available information. • Skills in analysing the profitability and liquidity of a company on the basis of financial statements and using key figures. • Skills in carrying out a risk analysis, both operationally and financially. • Skills in arguing for a company's financial decisions based on conceptual as well as external and internal data, including annual reports and internal economic reports (business plans, SWOT analyses). • Skills in describing and assessing a company's financial management. • Skills in describing the business model of a company and the potential solution. • Skills in describing a company's financing. • Competences: The competences to be a professional decision maker and user of financial statements and basic operational methods. • The competence to understand the bookkeeping and accounting function of a small business or department, and to be able to identify suitable accounting models for a given company. • The competence to make decisions regarding daily operations in a small company or department. • The competence to discuss the relevance of the economic theories and methods used in a given context. • The competence to use knowledge and understanding from other disciplines in an economic context. • The competence to join the management group of a larger company or department. • The competence to make decisions in cooperation with persons with a background within economics. • The competence to conduct a critical analysis of financial statements.
Overall content	Management and financial accounting in light of corporate forms.

	The course on accounting introduces the student to knowledge and understanding of accounting commitments and an accounting-based analysis of the company, including its business strategy.
Teaching and working methods	The course consists of a combination of teaching and exercises. In connection with the exercises, exercise assignments must be prepared – individually or in groups. The exercise assignments must be presented to the teacher or a special exercise teacher/instructor. The exercises should be considered as an offer to the student, but the board of studies encourages participation.
Type of exam	<p>Type of exam Individual written invigilated exam in a topic(s) given by the lecturer.</p> <p>The duration of the exam is 3 hours.</p> <p>Permitted support and preparation materials for the exam: Course material and own notes.</p> <p>Assessment: 7-point grading scale.</p> <p>Each semester the Board of Studies will choose the exam type if more than one is listed.</p>

Title	Subject module course 2: Organization Theory
Amended	1 September 2024
Teaching language	English
Type of activity	Mandatory course
ECTS-rating	5 ECTS
Learning outcomes and assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: Knowledge and understanding of classic, modern, symbolic and postmodern theories about organisations. • Knowledge and understanding of recent theories and perspectives on organisations – including newer process perspectives on organisations. • Knowledge and understanding of ontological and epistemological differences between theories. • Knowledge and understanding of parts of the above-mentioned academic discussion in the field of organisational research. • Skills:

	<p>Skills in identification and formulation of research questions within the subject area of organisational theory.</p> <ul style="list-style-type: none"> • Skills in distinguishing between different perspectives on organisations. • Skills in formulating analytical strategies within the subject area of organisational theory which are well-reasoned in previous research and the ontological and epistemological assumptions selected in connection with the research question. <p>• Compentences:</p> <p>The competence to differentiate between organisational traditions and positions, on the basis of the reading material.</p> <ul style="list-style-type: none"> • The competence to choose approaches, that constitute well-reasoned scientific perspectives, for organisational analysis and the management of organisations.
Overall content	<p>The course in organisation aims to introduce students to classical and modern organisational theory. It contains an introduction to classical and modern organisational theory, and it introduces selected perspectives in recent modern organisational theory. Participants must become familiar with selected parts of the academic discussion in the field of organisational research. Students must be able to explain how the use of different organisational and theoretical scientific perspectives on organisations lead to certain types of research results and understandings of organisations. An important learning goal is for students to be able to differentiate between different traditions and positions based on the reading material, thus qualifying them to select approaches for the analysis, organisation and management of organisations which are well-reasoned in discussions on previous research.</p>
Type of exam	<p>Type of exam 1 Individual written take-home assignment given by the lecturer.</p> <p>The character limit of the assignment is: maximum 19200 characters, including spaces. The character limit includes the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The duration of the take-home assignment is 14 days and may include weekends and public holidays.</p> <p>Assessment: 7-point grading scale.</p> <p>Reexam 1 Individual written take-home assignment given by the lecturer.</p> <p>The character limit of the assignment is: maximum 19200</p>

	<p>characters, including spaces. The character limit includes the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The duration of the take-home assignment is 48 hours and may include public holidays.</p> <p>Assessment: 7-point grading scale.</p>
	<p>Type of exam 2 Individual written invigilated exam in a topic(s) given by the lecturer.</p> <p>The duration of the exam is 3 hours.</p> <p>Permitted support and preparation materials for the exam: Computer without internet access during the exam, pocket calculator, course material and own notes.</p> <p>Assessment: 7-point grading scale</p>
	<p>Each semester the Board of Studies will choose the exam type if more than one is listed.</p>

Title	Subject module course 3: Marketing Management
Amended	1 September 2023
Teaching language	English
Type of activity	Mandatory course
ECTS-rating	5 ECTS
Learning outcomes and assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: • Knowledge and understanding of and reflection on basic terms and models within marketing thinking, as presented and used in prominent scientific journals. • Skills: • Skills in identifying, analysing, explaining and applying marketing theory in empirical situations described on the basis of specific business environments, so as to choose between the different decision-making options that the company is facing.

	<ul style="list-style-type: none"> • Skills in communicating results in a convincing way using everyday language. • Competences: • The competence to address complex marketing decisions by knowing and applying relevant theory in practice. • The competence to identify and analyse research questions within the subject's traditions by using marketing theories and to prepare qualified recommendations. • The competence to be able to collaborate with marketing professionals and other professionals in business administration activities. • The competence to evaluate the company's development needs.
Overall content	<p>The marketing course provides the student with basic knowledge and understanding of marketing theory across five decades.</p> <p>The focus is on the developments within basic theory which have been available in the most prominent journals.</p> <p>The following topics will be covered:</p> <p>Marketing as science, business to consumer marketing (B2C), business to business marketing (B2B), service marketing, macro marketing.</p>
Teaching and working methods	The student is offered exercises in addition to the lectures.
Type of exam	<div style="background-color: #e0e0e0; padding: 10px;"> <p>Type of exam Individual written take-home assignment given by the lecturer.</p> <p>The character limit of the assignment is: maximum 14,400 characters, including spaces. The character limit includes the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The duration of the take-home assignment is 48 hours and may include weekends and public holidays.</p> <p>Assessment: 7-point grading scale.</p> </div> <p>Each semester the Board of Studies will choose the exam type if more than one is listed.</p>

Title	Subject module course 4a/7: Advanced social science methodology course concluding in 48-hour examination
Amended	01.09.2019
Teaching language	English
Type of activity	Elective course
ECTS-rating	5 ECTS
Learning outcomes and assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: Knowledge and understanding at an advanced level within the methodological specialisation presented in the course. • Skills: Skills in applying the methodological specialisation presented in the course on an advanced level. • The competence to provide methodological solutions on the basis of the premises of the course's methodological specialisation. • The competence to reflect on the methodological specialisation of the course based on scientific assessment criteria.
Teaching and working methods	The teaching method consists of tailored training and practice in the method, and it can consist of lectures, exercises, student presentations, etc.
Type of exam	<div style="background-color: #e0e0e0; padding: 10px;"> <p>Type of exam Individual written take-home assignment given by the lecturer.</p> <p>The character limit of the assignment is: maximum 14400 characters, including spaces. The character limit includes the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The duration of the take-home assignment is 48 hours and may include public holidays.</p> <p>Assessment: 7-point grading scale.</p> </div> <p>Each semester the Board of Studies will choose the exam type if more than one is listed.</p>

Title	Subject module course 4a/7: Advanced social science methodology course concluding in written examination
Amended	01.09.2019
Teaching language	English
Type of activity	Elective course
ECTS-rating	5 ECTS
Learning outcomes and assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: Knowledge and understanding at an advanced level within the methodological specialisation presented in the course. • Skills: Skills in applying the methodological specialisation presented in the course on an advanced level. • Competences: The competence to provide methodological solutions on the basis of the premises of the course's methodological specialisation. • The competence to reflect on the methodological specialisation of the course based on scientific assessment criteria.
Teaching and working methods	The teaching method consists of tailored training and practice in the method, and it can consist of lectures, exercises, student presentations, etc.
Type of exam	<div style="background-color: #e0e0e0; padding: 10px;"> <p>Type of exam Individual written take-home assignment given by the lecturer.</p> <p>The character limit of the assignment is: maximum 19,200 characters, including spaces. The character limit includes the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The duration of the take-home assignment is 21 days and may include weekends and public holidays.</p> <p>Assessment: 7-point grading scale.</p> </div> <div style="background-color: #e0e0e0; padding: 10px; margin-top: 10px;"> <p>Reexam Individual written take-home assignment given by the lecturer.</p> </div>

	<p>The character limit of the assignment is: maximum 19,200 characters, including spaces. The character limit includes the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The duration of the take-home assignment is 48 hours and may include weekends and public holidays.</p> <p>Assessment: 7-point grading scale.</p>
	Each semester the Board of Studies will choose the exam type if more than one is listed.

Title	Subject module course 4a/7: Advanced social science methodology course concluding in written assignment plus poster examination
Amended	01.09.2019
Teaching language	English
Type of activity	Elective course
ECTS-rating	5 ECTS
Learning outcomes and assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: Knowledge and understanding at an advanced level within the methodological specialisation presented in the course. • Skills: Skills in applying the methodological specialisation presented in the course on an advanced level. • Competences: The competence to provide methodological solutions on the basis of the premises of the course's methodological specialisation. • The competence to reflect on the methodological specialisation of the course based on scientific assessment criteria.
Teaching and working methods	The teaching method consists of tailored training and practice in the method, and it can consist of lectures, exercises, student presentations, etc.
Type of exam	

	<p>Type of exam Oral group exam based on an assignment (the written product) and a poster (size: two A2 pages or equivalent) both made by the group.</p> <p>The students begin the exam with a short presentation, after which the exam takes place as a dialogue There may be posed questions in any part of the curriculum.</p> <p>Permitted group size: 2-6 students.</p> <p>The character limits of the written product: For 2 students: maximum 21,600 characters, including spaces. For 3 students: maximum 21,600 characters, including spaces. For 4 students: maximum 21,600 characters, including spaces. For 5 students: maximum 21,600 characters, including spaces. For 6 students: maximum 21,600 characters, including spaces. The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>Time allowed for exam including time used for assessment is for: 2 students: 20 minutes. 3 students: 30 minutes. 4 students: 40 minutes. 5 students: 50 minutes. 6 students: 60 minutes.</p> <p>The assessment is individual and based on the student's individual performance. The assessment s based on the product(s) and the oral exam.</p> <p>Permitted support and preparation materials for the oral exam: All.</p> <p>Assessment: 7-point grading scale. Moderation: Internal co-assessor.</p> <p>Each semester the Board of Studies will choose the exam type if more than one is listed.</p>
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Title	Subject module course 4a/7: Advanced social science methodology course concluding in portfolio and mandatory presentations
Amended	01.09.2019
Teaching language	English
Type of activity	Elective course

ECTS-rating	5 ECTS
Learning outcomes and assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: Knowledge and understanding at an advanced level within the methodological specialisation presented in the course. • Skills: Skills in applying the methodological specialisation presented in the course on an advanced level. • Competences: The competence to provide methodological solutions based on the premises of the course's methodological specialisation. • The competence to reflect on the methodological specialisation of the course based on scientific assessment criteria.
Teaching and working methods	The teaching method consists of tailored training and practice in the method, and it can consist of lectures, exercises, student presentations, etc.
Prerequisites for participation in the exam	The students must give 2 presentations during the course. The students will receive feedback on the presentations. Attending the examination is contingent on the student having given presentations in connection with the education programme. If a student is not able to do the oral presentations when first scheduled, the student must instead do the oral presentations later in the course in order to take the examination.
Type of exam	<p>Type of exam Individual portfolio consisting of written products and other types of products.</p> <p>The portfolio consists of 2 to 4 products, that wholly or partially developed during the course. The products are e.g.. answers to exercises, an outline for a presentation, written feedback, written reflections and written assignments, wiki-inputs, sound productions and visual productions.. The preparation of the products may be subject to time limits.</p> <p>The total character limit of portfolio incl. the written products is 12,000-31,200 characters, including spaces. The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The portfolio's specific products and the (if relevant) recommended size (character limits) for the individual products are made public on study.ruc.dk before the course begins.</p> <p>The entire portfolio must be handed in at the same time (uploaded to eksamen.ruc.dk). Handing in the portfolio or parts of the portfolio to the supervisor for feedback, cannot replace</p>

	<p>the upload to eksamen.ruc.dk. The submission deadline will be announced on study.ruc.dk before the course begins.</p> <p>The assessment is individual and based on the entire portfolio.</p> <p>Assessment: 7-point grading scale.</p>
<p>Each semester the Board of Studies will choose the exam type if more than one is listed.</p>	

Title	Subject module course 4a/7: Advanced social science methodology course concluding in portfolio
Amended	01.09.2019
Teaching language	English
Type of activity	Elective course
ECTS-rating	5 ECTS
Learning outcomes and assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: Knowledge and understanding at an advanced level within the methodological specialisation presented in the course. • Skills: Skills in applying the methodological specialisation presented in the course on an advanced level. • Competences: The competence to provide methodological solutions based on the premises of the course's methodological specialisation. • The competence to reflect on the methodological specialisation of the course based on scientific assessment criteria.
Teaching and working methods	The teaching method consists of tailored training and practice in the method, and it can consist of lectures, exercises, student presentations, etc.
Type of exam	<p>Type of exam Individual portfolio consisting of written products and other types of products.</p> <p>The portfolio consists of 2 to 4 products, that wholly or partially developed during the course. The products are e.g.. answers to</p>

	<p>exercises, an outline for a presentation, written feedback, written reflections and written assignments, wiki-inputs, sound productions and visual productions.. The preparation of the products may be subject to time limits.</p> <p>The total character limit of portfolio incl. the written products is 12,000-31200 characters, including spaces. The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The portfolio's specific products and the (if relevant) recommended size (character limits) for the individual products are made public on study.ruc.dk before the course begins.</p> <p>The entire portfolio must be handed in at the same time (uploaded to eksamen.ruc.dk). Handing in the portfolio or parts of the portfolio to the supervisor for feedback, cannot replace the upload to eksamen.ruc.dk. The submission deadline will be announced on study.ruc.dk before the course begins.</p> <p>The assessment is individual and based on the entire portfolio.</p> <p>Assessment: 7-point grading scale.</p>
	<p>Each semester the Board of Studies will choose the exam type if more than one is listed.</p>

Title	Subject module course 4a/7: Advanced social science methodology course concluding in invigilated examination
Amended	01.09.2019
Teaching language	English
Type of activity	Elective course
ECTS-rating	5 ECTS
Learning outcomes and assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: Knowledge and understanding at an advanced level within the methodological specialisation presented in the course. • Skills: Skills in applying the methodological specialisation presented in the course on an advanced level. • Competences:

	<p>The competence to provide methodological solutions on the basis of the premises of the course's methodological specialisation.</p> <ul style="list-style-type: none"> • The competence to reflect on the methodological specialisation of the course based on scientific assessment criteria.
Teaching and working methods	The teaching method consists of tailored training and practice in the method, and it can consist of lectures, exercises, student presentations, etc.
Type of exam	<div style="background-color: #e0e0e0; padding: 10px;"> <p>Type of exam Individual written invigilated exam in a topic(s) given by the lecturer.</p> <p>The duration of the exam is 4 hours.</p> <p>Permitted support and preparation materials for the exam: All.</p> <p>Assessment: 7-point grading scale.</p> </div> <p>Each semester the Board of Studies will choose the exam type if more than one is listed.</p>

Title	Subject module course 4b/8: Social Science Analysis Strategy
Amended	1 September 2024
Teaching language	English
Type of activity	Subject module course 4b: Business Studies, International Studies (two subjects) Subject module course 8: Business Administration, International Studies (one subject)
ECTS-rating	5 ECTS
Learning outcomes and assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: Knowledge and understanding of different social science analytical strategies • Skills: Skills in preparing analytical strategies • Skills in reflecting on scientific assessment criteria, including the quality of operationalisation, the structure and transparency of the analysis • Competences: The competence to evaluate the impact of analytical choices.

Overall content	<p>The course first presents an introduction to different social science analytical strategies. The aim is to clarify and provide insight into how to move from the research question, selection of theory and empirical data to the preparation of a rigorous, systematic and reflected analytical strategy. Next follows a discussion about how empirical material is organised and systematised, with the possibility of specialising in different.</p> <p>It is recommended that students take the course concurrently with the Bachelor's project.</p>
Teaching and working methods	The course consists of lectures.
Type of exam	<p>Type of exam Oral group exam based on a poster made by the group.</p> <p>The exam starts with a presentation by each of the students of a maximum of 2 min. After the presentations, the exam is conducted as a dialogue There may be posed questions in any part of the curriculum.</p> <p>Permitted group size: 2-4 students.</p> <p>Time allowed for the exam including time used for assessment is for: 2 students: 15 minutes. 3 students: 20 minutes. 4 students: 25 minutes.</p> <p>The assessment is individual and based on the student's individual performance. The assessment is based on the product(s) and the oral exam.</p> <p>Permitted support and preparation materials for the oral exam: All.</p> <p>Assessment: Pass/Fail Moderation: Internal co-assessor.</p> <p>Reexam Individual written take-home assignment given by the lecturer.</p> <p>The character limit of the assignment is: maximum 19,200 characters, including spaces. The character limit includes the cover, table of contents, bibliography, figures and other illustrations, but excludes appendices.</p> <p>The duration of the take-home assignment is 48 hours and may include weekends and public holidays.</p>

	<div data-bbox="663 159 1433 322" style="background-color: #cccccc; padding: 10px; text-align: center;"> <p>Assessment: Pass/Fail</p> </div> <p>Each semester the Board of Studies will choose the exam type if more than one is listed.</p>
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2.2 Recommended academic qualifications

Before starting the subject module in Business Studies, it is recommended that the student has acquired knowledge, understanding, skills and competences corresponding to: Basic Course 2: Basic course in sociology, which is mandatory for students enrolled in the social science Bachelor's programme.

Other students may acquire the same proficiency through participation in the elective course: Basic course in sociology.

3. Transitional rules

3.1 Transitional rules

Students who have attended but not passed "Subject Module Course 3: Marketing Classics, Theory and Evolution" in the study regulation of 01/09/2017 must instead take "Subject Module Course 3: "Marketing Management".

4. Approval

4.1 Approved by the Board of Studies

Approved by the Board of Studies for Business- and Socio-Economics on 18 December 2023.

The chairperson for external examiners is informed about amendments before the study regulation comes into force.

4.2 Approved by Rector

Approved by Rector Hanne Leth Andersen on 6 May 2024.

5. Appendix

5.1 Constituent study activities

Constituent study activities (35 ECTS):

Subject module project: Subject module Project in Business Studies (15 ECTS)

Subject module courses 1-3: Subject module course 1: Accounting (5 ECTS) Subject module course 2: Organisation Theory (5 ECTS) Subject module course 3: Marketing Management (5 ECTS)

Subject module courses 4a/4b: Subject module course 4a. Social Science Methodology (5 ECTS) Subject module course 4b: Social Science Analysis Strategy (5 ECTS)