

Business Studies module

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The regulations in this module description conform to those of the curricula for the Bachelor Study Programme in Social Science, the Bachelor Study Programme in Humanities, the Bachelor Study Programme in Humanities and Technology, and the Bachelor Study Programme in Natural Science. Unless specified below, the rules set out in the curriculum for the Bachelor programme on which the student is enrolled also apply to this module.

Purpose

1. The purpose of the module in Business Studies is to enable students to acquire insight into business economics approaches to business administration, including relevant aspects of company finances, organisation, sales and marketing.

The module

- gives students the ability to apply aspects of key business economics theory and methodology to company analysis. Students develop and substantiate knowledge of company processes and business economics problems.
- provides students with an understanding of interdisciplinary approaches, including financial, organisational and managerial aspects of companies and processes deployed in the corporate field
- develops students ability to grasp complex problems, collate and process relevant information, and draw up accurate conclusions and analyses in aspects of business administration.

The Business Studies module also aims to qualify students for entry to a Master's programme in Business Administration (and for social science bachelors also entry to the MSc programme in Company Management: Social Entrepreneurship and Management) or related Master's programmes.

(2) Bachelor programmes at Roskilde University comprise two modules, of which this may be one. The module is prescribed to 35 ECTS credits.

Competence profile

2. The module in Business Studies provides students with the following knowledge, skills and competences:

Knowledge of:

- business economics approaches to business administration, including relevant aspects of company finances, organisation, sales, and marketing

Skills in:

- formulating relevant problems using business economics theories and concepts, as well as preparing and conducting analyses of corporate issues
- developing and underpinning knowledge of processes in relation to companies' business structures, roles and resources
- drawing up and conducting company analyses within a relevant field, and applying both qualitative and quantitative social science/business economics methodology
- communicating business economics problems and analyses, both in academic contexts and to involved parties.

Competences to:

- explain the scientific perspectives, theories and methods used, as well as their significance for the problem area, the structure of the analysis and the answers produced
- engage in problem-oriented collaborations, using a business economics approach
- navigate the business economics environment, assess the students' own individual needs for specialisation and further education, identify and explain any lack of knowledge in a specific situation and identify their own personal needs for analysis and focused study.

Content and overall structure

3. The Business Studies module is prescribed to 35 ECTS credits and consists of the following subject elements:

- Project in Business Studies (15 ECTS credits)
- Course 1: Accounting (5 ECTS credits)
- Course 2: Organisation Theory (5 ECTS credits)
- Course 3: Marketing Classics – Theory and Evolution (5 ECTS credits)
- Course 4: Social science methodology course (5 ECTS credits), as per (2) below.

(2). Social science methodology course:

Two different versions of the social science methodology course are available:

- Course 4a: Advanced social science methodology (5 ECTS credits)
- Course 4b: Social science analysis strategy (5 ECTS credits)

If students choose both of their modules from among the subjects Politics and Administration (only taught in Danish), Social Science (only taught in Danish) and Business Studies, they must take both 4a and 4b. During the first module selected, students decide which of the courses (4a or 4b) they will take. They must then take the other one during the second module.

If students choose only one of their modules from among the subjects Politics and Administration (only taught in Danish), Social Science (only taught in Danish) and

Business Studies, they must choose one of the two module courses (4a or 4b). If students have already taken one of the courses as part of their other module, they must select the course they have not yet taken.

Recommended academic qualifications

4. Before the start of the Business Studies module, students are required to have acquired knowledge, skills and competences corresponding to the available courses in social science methodology, project methodology and information retrieval, as well as the course in basic social science methodology or the basic social science course in the theory of science, from the basic part of the Bachelor in Social Sciences.

Description of subject elements in the module

5.

Title	Business Studies project
Type	Project
Type of subject	Compulsory
Prescribed to	15 ECTS credits
Description of objectives (assessment criteria)	<p>The purpose of the project is to enable students to acquire:</p> <p>Knowledge of:</p> <ul style="list-style-type: none"> - business economics, by conducting analyses using the subject's theories and methodology. - students identify a scientific problem and conduct analysis that reflects the module's objectives, i.e. through empirical or theoretical study of the company's processes and activities. - the project can be based on a problem area concerning the company's activities, organisation, management, finances, market position or relationships with customers and users. <p>Skills in:</p> <ul style="list-style-type: none"> - reflecting on each step in an analysis and explaining a productive and critical approach to business administration's theories and methodology - developing and assessing relevant business economics problems concerning company processes, and constructing and deploying appropriate analysis model(s) - presenting and discussing aspects of a company in a business economics perspective. <p>Competences to:</p> <ul style="list-style-type: none"> - identify and apply theories that underpin the study of companies and which are relevant to the practical and theoretical field - conduct well-founded analyses and display methodical understanding in relation to the problem area and field, and academic perspective of the analysis - take responsibility for – and initiate dialogue about – the problem field presented and the conclusions reached.
Overall content	<p>By conducting a study of company processes and/or conditions, students acquire insight into the scientific analysis of business economics and come to recognise the importance of different theoretical and methodological perspectives. Students are expected to make critical use of different theories and methods in order to gain basic insight into conducting analyses from a business economics perspective. The project concludes with a written report.</p>
Teaching language	Danish or English
Foreign-language literacy	Students must be able to read academic texts in English.
Study requirements	It is recommended that students work on the project parallel with or after the courses included in the module.

Form of examination	<p>The project is done in groups of 2–8 students – cf., the relevant Bachelor curriculum. The project is assessed by an oral examination. The duration of the examination, incl. grading, is as follows:</p> <p>2 examinees = 60 minutes 3 examinees = 75 minutes 4 examinees = 90 minutes 5 examinees = 105 minutes 6 examinees = 135 minutes 7 examinees = 150 minutes 8 examinees = 165 minutes</p> <p>The exam is a group exam for the project participants. The exam is based on the project report written by the students. The examination takes the form of a discussion between the students and the internal and external examiner(s).</p> <p>Students are examined on the basis of the whole project report, and in a manner that allows for individual assessment.</p> <p>Using the project report as a starting point means questions can be posed not only on the whole report, but also within the academic field covered by the project and module.</p> <p>Each student's performance is individually assessed. The assessment consists of an overall assessment of the project report and the oral presentation.</p>
Assessment	7-point grading scale
Grading	External

Course 1	
Title	Accounting
Type	Course
Type of subject	Compulsory
Prescribed to	5 ECTS credits
Description of objectives (assessment criteria)	<p>The purpose of the course is to enable students to acquire:</p> <p>Knowledge of:</p> <ul style="list-style-type: none"> - annual reports, their legal basis and company analyses - other external and internal financial information about companies - the elements of an annual report, including the terms, theories and models used, as well as the main features of the legal framework - employer contribution and distribution methods - various forms of financing - general rules and principles for income tax and VAT - methods for external and internal analysis of companies, based on accounts and other sources of data <p>Skills in:</p> <ul style="list-style-type: none"> - conducting analyses based on accounting information and internally accessible information - analysing a company's profitability and liquidity on the basis of key data from financial statements - conducting a risk analysis of both operations and finances - justifying a company's financial decisions based on both the conceptual framework and the external and internal data, including the annual report and internal financial reports (e.g. business plans, SWOT analyses) - describing and assessing a company's financial management - describing a company's business model and the content of potential solutions - describing how a company is financed <p>Competences to:</p> <ul style="list-style-type: none"> - make professional decisions on the basis of accounts and basic operational methodology - manage a small business or department's bookkeeping and accounting function, and identify suitable accounting models for a given company - make decisions concerning the daily operation of a small business or department - discuss the relevance of the economic theories and methods used in a given context - apply knowledge from other disciplines in a financial context - be part of the management team in a large company or department - make decisions along with others with a solid academic and

	professional grounding in finance and economics002E
Overall content	<p>Internal and external accounts for different types of companies.</p> <p>The course in Accounting introduces students to knowledge of accounting-based company analysis and accounting requirements, and how they relate to the underlying basis for the business.</p>
Teaching language	Danish or English
Foreign-language literacy	Student must be able to read academic texts in English.
Study requirements	N/A
Form of examination	<p>A number of group assignments must be submitted during the course. The assignments must be approved by the course teacher.</p> <p>At the end of the course, an individual oral exam is held on a question set by the internal examiner. Students are given 20 minutes' preparation time.</p> <p>The exam lasts 15 minutes (including grading).</p>
Assessment	7-point grading scale
Grading	Internal

Course 2	
Title	Organisation Theory
Type	Course
Type of subject	Compulsory
Prescribed to	5 ECTS credits
Description of objectives (assessment criteria)	<p>The purpose of the course is to enable students to acquire:</p> <p>Knowledge of:</p> <ul style="list-style-type: none"> - classical, modern, symbolic, and post-modern organisation theory - recent theories and perspectives on organisations, including newer process perspectives on organisations - the ontological and epistemological differences between theories - aspects of the academic discussion about organisational research <p>Skills in:</p> <ul style="list-style-type: none"> - identifying and formulating organisational-theory problems - distinguishing between different perspectives on organisations - formulating both organisation-theory analysis strategies that are well founded in existing research and ontological and epistemological assumptions relating to the theories and perspectives associated with the problem area. <p>Competences to:</p> <ul style="list-style-type: none"> - distinguish, on the basis of the literature in this subject area, between different organisational-theory traditions and positions - choose approaches to the analysis of the organisation and the management of organisations that are supported by existing research.
Overall content	<p>The course provides knowledge of current organisational theory and analysis through the teaching of selected theoretical approaches and their basis in science theory.</p> <p>The course is designed to introduce students to classical, modern, symbolic and post-modern organisational theory. It includes an introduction to these theories and to selected perspectives in recent organisational theory. Students also gain knowledge of selected parts of the academic discussions within organisation research.</p> <p>The written exam is assessed on the basis of: 1. knowledge of parts of the syllabus relevant to the exam question; 2. the ability to differentiate between different types of theories and methods and demonstrate how they lead to different research and analysis results and to a range of perspectives on organisations; 3. the ability to refer to the syllabus literature in an independent, critical and reflective manner when answering the exam question; and 4. the structure and communicative quality of the essay.</p>
Teaching language	Danish or English

Foreign-language literacy	Students must be able to read academic texts in English.
Study requirements	N/A
Form of examination	The exam consists of an individual written take-home assignment lasting 24 hours.
Assessment	7-point grading scale
Grading	Internal

Course 3	
Title	Marketing Classics – Theory and Evolution
Type	Course
Type of subject	Compulsory
Prescribed to	5 ECTS credits
Description of objectives (assessment criteria)	<p>The purpose of the course is to enable students to acquire:</p> <p>Knowledge of:</p> <ul style="list-style-type: none"> - basic terminology and ways of thinking about marketing, as presented in prominent academic journals <p>Skills in:</p> <ul style="list-style-type: none"> - identifying, analysing, explaining and applying marketing theory in empirical situations, described on the basis of specific business environments, with a view to choosing between the options facing a company - communicating the results convincingly and in everyday language <p>Competences to:</p> <ul style="list-style-type: none"> - deal with complex marketing decisions by possessing knowledge of relevant theory and applying it in practice - work with marketing and other professionals on business economics issues - identify their own personal development needs.
Overall content	<p>Classic marketing – theory and development</p> <p>The marketing course provides students with basic knowledge of five decades of marketing theories.</p> <p>The focus is on the development of basic theory as found in the most important journals.</p> <p>Content</p> <p>The following subjects are covered:</p> <p>marketing as a science, consumer marketing (B2C), industrial marketing (B2B), service marketing, macro-marketing.</p>
Teaching language	Nordic or English
Foreign-language literacy	Students must be able to read academic texts in English.
Study requirements	N/A
Form of examination	<p>During the course, students must prepare a working paper to be approved by the teacher.</p> <p>Upon completion of the course, an individual, written take-home assignment lasting 24 hours is submitted.</p>
Assessment	7-point grading scale
Grading	Internal

Course 4a	
Title	Advanced social science methodology
Type	Course
Type of subject	Compulsory cf. 3 (2)
Prescribed to	5 ECTS credits
Description of objectives (assessment criteria)	<p>The purpose of the course is to enable students to acquire:</p> <p>Knowledge of:</p> <ul style="list-style-type: none"> advanced social science methodology, including in particular within the students' chosen academic specialisation <p>Skills in:</p> <ul style="list-style-type: none"> working with advanced social science methods related to the students' chosen academic specialisation reflecting on scientific evaluation criteria, including reliability and validity, and evaluating the impact of methodological choices <p>Competences to:</p> <ul style="list-style-type: none"> refer to methodological solutions based on the underlying nature of the subject, but also by incorporating methods and perspectives from other relevant disciplines
Overall content	The course includes an expanded discussion of social science methods. After a general introduction, it is possible to specialise within the course, depending on the methodological traditions of the students' chosen subject areas.
Teaching language	Danish or English
Foreign-language literacy	Students are expected to be able to read academic texts in English.
Study requirements	N/A
Form of examination	Written individual one-week assignment (4–8 pages).
Assessment	Pass/not pass
Grading	Internal

Course 4b	
Title	Social science analysis strategy
Type	Course
Type of subject	Compulsory – however, cf. 3 (2)
Prescribed to	5 ECTS credits
Description of objectives (assessment criteria)	<p>The purpose of the course is to enable students to acquire:</p> <p>Knowledge of:</p> <ul style="list-style-type: none"> different social science analysis strategies <p>Skills in:</p> <ul style="list-style-type: none"> developing analysis strategy reflecting on scientific evaluation criteria, including the quality of execution and the structure and transparency of the analysis <p>Competences to:</p> <ul style="list-style-type: none"> evaluate the impact of the analytical choices
Overall content	The course begins with an introduction to various social science analysis strategies. The aim is to illustrate and provide insight into how to progress from problem, choice of theory and empirical material to establishing a rigorous, systematic and reflective analysis strategy. This is followed by a discussion of how empirical material is organised and systematised, with the option to specialise in various analysis-strategy directions.
Teaching language	Danish or English
Foreign-language literacy	Students are expected to be able to read academic texts in English.
Study requirements	It is recommended that students have prior knowledge of quantitative and qualitative methodology, as well as science-theory considerations and their relation to methodological choices.
Form of examination	Written semester assignment (6–8 pages), prepared in groups, with an oral presentation at an analysis-strategy seminar. For the oral presentation, the examination lasts 15 minutes per student (incl. grading).
Assessment	Pass/not pass
Grading	Internal

Commencement, transitional rules

6. The module description comes into force on 1 September 2013.

(2). The description takes effect for all students who started a Bachelor programme on or after 1 September 2012.

Adopted by the Board of Studies for Business Economics & Business Administration, following written consultation, on 16 November 2012.

Approved by the Board of Studies for the <bacheloruddannelsens navn> at meeting
no. <nummer> on <dato> .

Approved by the Prorector on <*dato*>.