

Course module in BSc of Business Administration

DATE/REFERENCE

1 September 2013

JOURNAL NUMBER

2006-00-512/0004

The regulations in this module description conform to those of the curriculum for the Bachelor Study Programme in Social Science. Unless specified below, the rules set out in the curriculum for the Bachelor programme also apply to this course module.

Purpose

1. The purpose of the course module in BSc of Business Administration is for the student to acquire insight into business economics disciplines, including relevant aspects of company finances, organisation and sales and marketing. These studies build on the academic tools, as well as socio-economic and business economics insights acquired during the first semesters. Graduate of the BSc of Business Administration from Roskilde University possess in-depth knowledge of the nature of project organisation and how it operates.

The module

- gives students the ability to apply aspects of key business economics theory and methodology to company analysis
- provides students with an understanding of interdisciplinary approaches, including financial, organisational and managerial aspects of companies and processes deployed in the corporate field. The interdisciplinary approach also includes socio-economic, sociological and planning perspectives.
- teaches students about project-management theories and methodology, and about how to explain and analyse project work and management in companies from sociological and economic perspectives. The students must be capable of participating in and organising projects.
- develops students' ability to grasp complex business economics problems, collate and process relevant information and draw credible conclusions with regard to business economics situations, including in the project society and in relation to project organisation within companies and organisations.

The BSc of Business Administration module also aims to qualify students for entry to a Master's programme in Social Sciences in Economics and Business Administration, the international MSc programme in Social Entrepreneurship and Management, or related Master's programmes.

1.2. The module is included in Roskilde University's Bachelor Study Programme in Social Science. The module is prescribed to a total of 70 ECTS credits.

Competence profile

2. The module in BSc of Business Administration 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
- theory and methodology in economics, organisation, sales and marketing, strategy and project management.
- project processes in sociological and business economics perspectives.

Skills in:

- developing and rationalising knowledge of processes in relation to company 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
- constructing analyses to explain practical situations in which they are relevant and the solution will be deployed, and using appropriate analytical and theoretical tools
- presenting rational proposals for solving problems in real-life situations analysed.

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
- assess conditions for managing and developing business activity, and communicating the issues raised on an academic basis and in a practical context.
- engage in project collaborations within organisations and companies.

Content and overall structure

3. The module is prescribed to 70 ECTS credits and consists of the following subject elements:

- Project A in Business Economics - BSc (15 ECTS credits)
- Project B in Business Economics - BSc (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: Finance (5 ECTS credits)
- Course 5: Project Management (5 ECTS credits)
- Course 6: Strategy (5 ECTS credits)
- Course 7: Advanced social science methodology (5 ECTS credits)
- Course 8: Social science analysis strategy (5 ECTS credits)

Recommended academic qualifications

4. No specific academic requirements are stipulated for this module.

Description of subject elements in the module

5.

Title	Project A in Business Economics - BSc				
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"> - companies and activities that make extensive use of project work. - the organisation, management and activities of these companies, and their external relationships, e.g. to the market, customers and users. <p>Skills in:</p> <ul style="list-style-type: none"> - identifying business or organisational processes around projects and project management. - arguing about the socio-economic importance of project work and project processes. - arguing about the business-economic impact of the project structure and project processes. - conveying relevant knowledge about the processes taking place in the context of project work, management and use of project structure. - using theories and methods and being able to describe and reflect on the socio-economic importance of the project work and project structure within companies and organisations. <p>Competences to:</p> <ul style="list-style-type: none"> - theorise about project work and management. - assess project management and processes in relation to social or business goals. - develop proposals for appropriate project organisation. - work independently with a spectrum of problems relevant to project implementation – commercial or scientific. - initiate, manage and complete projects. 				
Overall content	<p>By conducting an empirical or theoretical study of the project concept in relation to companies, students will acquire insight into socio-economic analysis in relation to aspects of project organisation</p> <p>The project work 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 have completed or simultaneously take courses 2 and 5.				
Form of examination	<p>The project is done in groups of 2-8 students, cf. the relevant Bachelor curriculum. The project is assessed at an oral examination. The length of the examination, incl. grading, is as follows:</p> <table> <tr> <td>2 examinees = 60 minutes</td> <td>3 examinees = 75 minutes</td> </tr> <tr> <td>4 examinees = 90 minutes</td> <td>5 examinees = 105 minutes</td> </tr> </table>	2 examinees = 60 minutes	3 examinees = 75 minutes	4 examinees = 90 minutes	5 examinees = 105 minutes
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4 examinees = 90 minutes	5 examinees = 105 minutes				

	<p>6 examinees = 135 minutes 8 examinees = 165 minutes</p> <p>7 examinees = 150 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

Title	Project B in Business Economics-BSc
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"> - scientific analysis through an empirical or theoretical study of company processes and activities. - scientific and practical problems relevant to company sales and marketing, accounts and financing. - situations in the private, public and third sectors. <p>Skills in:</p> <ul style="list-style-type: none"> - identifying and apply theories that underpin the study of companies and which are relevant to the practical and theoretical field - conducting well-founded analyses and displaying methodological understanding of the problem, field and academic perspective for the analysis - analysing business-economic problems by incorporating reflection on sales and marketing, accounts and financing. <p>Competences to:</p> <ul style="list-style-type: none"> - reflect on each step in an analysis. - adopt a productive and critical approach to business economics theory and methodology. - use business economics analysis strategies to identify and convey

	information about academically and practically relevant business economics problems concerning sales and marketing, accounts and financing.								
Overall content	Students acquire insight into the analysis of business economics by conducting an empirical or theoretical study of business processes and activities related to sales and marketing, accounts and financing. The project work concludes with a written report.								
Teaching language	Danish or English								
Foreign-language literacy	Students must be able to read academic texts in English.								
Study requirements	It is recommended that the student has completed or simultaneously takes courses 1, 3 and 4.								
Form of examination	<p>The project is done in groups of 2-8 students, cf. the relevant Bachelor curriculum. The project is assessed at an oral examination. The length of the examination, incl. grading, is as follows:</p> <table> <tr> <td>2 examinees = 60 minutes</td> <td>3 examinees = 75 minutes</td> </tr> <tr> <td>4 examinees = 90 minutes</td> <td>5 examinees = 105 minutes</td> </tr> <tr> <td>6 examinees = 135 minutes</td> <td>7 examinees = 150 minutes</td> </tr> <tr> <td>8 examinees = 165 minutes</td> <td></td> </tr> </table> <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. A single overall grade is awarded according to the 7-point scale.</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	
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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 economics.
Overall content	<p>Internal and external accounts for different types of companies.</p> <p>The course in company finances 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	Students 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 that relate 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</p>

	<p>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 choose 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-economic 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 4	
Title	Finance
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"> - company's deliberations in conjunction with long-term use of capital and raising capital. - certain aspects of short-term liquidity management. - key considerations in the company's choice of capital structure, including the differences between equity and loan capital. - financial calculations. - the valuation model and its use in the evaluation of a long-term investment and different financial instruments. - parts of the portfolio theory and its use in risk calculations. - the concept of the cost of capital. - the arbitrage concept. <p>Skills in:</p> <ul style="list-style-type: none"> - performing analyses of companies' investments and financing. - conducting a simple valuation and a critical assessment of the hypotheses - assessing relevant aspects of the company's choice of capital structure. <p>Competences to:</p> <ul style="list-style-type: none"> - apply new knowledge and theories to problems concerning the company's financial deliberations. - solve problems in a sufficiently academically sound manner - collate and interpret the data used when a company makes decisions about changes to its real assets and issuing financial assets. - assess specific business conditions. - relate financing problems to both established companies and entrepreneurial activity - continue studies of financing.
Overall content	Within the perspective for the company's finances, work is done on theory and methodology used to analyse business models and financing, including basic theory of financing and problems related to business development.
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 complete course 1 before or at

	the same time as 4.
Form of examination	The exam consists of an individual written exam lasting 4 hours – presence is required
Assessment	7-point grading scale
Grading	Internal

Course 5	
Title	Project management
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"> - collective project work as a general and academically justified competence. - theoretical and analytical perspectives on project work, management and control. - reflection on social project management theories and their scientific background <p>Skills in:</p> <ul style="list-style-type: none"> - dealing with specific instruments and integrating the skills developed through project work, including academic project work. - arguing about how project competences are key to the way specific organisations and managements evolve, and relating these to management and organisation in general. - analysing and communicating project processes and their social significance. <p>Competences to:</p> <ul style="list-style-type: none"> - apply the theory of project competences, work, management and control, in relation to their actual importance for collaboration and project processes. - develop well founded proposals for specific and relevant project processes. - discuss the project work's dimensions in relation to society and organisations, including academic project work.
Overall content	Students acquire insight into theory and analysis methods for project organisation and its social significance, as well as a solid theoretical relationship to their own practices as project participants. Finally, they obtain a degree of knowledge of project management and project management tools.
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 have completed or

	simultaneously take course 2.
Form of examination	An individual oral exam is held based on a synopsis written in groups. The synopsis is about a theme from the range covered by the course topic. The theme is set by the teacher. The exam lasts 15 minutes (including grading).
Assessment	7-point grading scale
Grading	Internal

Course 6	
Title	Strategy
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"> - describing strategic theories and schools of thought - identifying perspectives behind the different strategic considerations and their implications for the analytical methodology applied - discussing position strategies and relationships <p>Skills in:</p> <ul style="list-style-type: none"> - analysing the strategic themes identified by the theories, in concrete examples and situations. - comparing strategic analysis and their quality. - communicating strategic theory to stakeholders. <p>Competences to:</p> <ul style="list-style-type: none"> - theorise the strategic reflections that practitioners go through. - critically put into perspective the impacts of using different strategic approaches. - develop strategies and conduct strategic analyses of designated fields and justify the analysis strategy. - distinguish between analyses generated by the frameworks for economic organisations and the theory of strategic management.
Overall content	<p>The course focuses on theory and methodology for the analysis of various strategic problems and subjects.</p> <p>In the light of economic organisation, the company's strategy is the overall decisions it makes with regard to business area(s), customers, other partners, principles for diversification and similar matters, and not least the rationale for doing so. Economic organisation is directed at the legal framework within which specific financial transactions are conducted.</p> <p>In light of the management perspective, the company's strategy is often something neither intentional nor conscious, and managers must therefore relate to the fact that conscious strategies are subject to, for example, power games, social integration, skills enhancement</p>

	and the unpredictable influence of the outside world.
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	Individual oral exam. The examination is based on a synopsis of the student The subject of the synopsis is set by the examiner 24 hours before the exam. The exam lasts 15 minutes (including grading).
Assessment	7-point grading scale
Grading	Internal

Course 7	
Title	Advanced social science methodology
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"> 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 week assignment (4-8 pages).
Assessment	Pass/not pass
Grading	Internal

Course 8	
Title	Social science analysis strategy
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"> - 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	Free 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>.