

## Innovation through Business, Engineering and Design – Specialisation Business, Master Programme, 120 credits

In semester three, you have optional courses in the main field of study Business Administration, 30 credits, see [programme syllabus](#) for more information.

The School of Business and Economics offers a guaranteed seat on the following optional courses, provided that you meet the prerequisites within the course syllabus, and that the application is received on time. Each [course syllabus](#) states the prerequisites that you need to fulfil by the time the course begins to partake in the course. Please read the course syllabus before you apply.

### **Optional courses within Marketing**

#### 4FE124 Applied Marketing Analysis, 15 credits

A general introduction to the various schools of social science is provided, theoretically as well as practically. Additionally, the course contains a short introduction to project work and to methods of collecting data such as questionnaires, interviews, focus groups etc. This part of the course will be based on practical examples intended to provide the students with a tangible knowledge of the market research. Topics covered include:

- specification of the need for information in connection with marketing decisions
- identification of relevant information and sources of information to illuminate the marketing conditions relevant in relation to the problems
- to make use, to a certain degree, of qualitative and quantitative methods in correlation with an elucidation of the market conditions that are relevant in relation to the project
- assessment of the found market information in comparison with a general marketing strategy

#### 4FE127 Contemporary Marketing Research, 15 credits

The course is supposed to introduce and encourage students, to analyze various styles of contemporary marketing management text via review, critique and debate using skills introduced and practiced during sessions and private study. Sessions will also consider how to synthesize, compare and contrast various texts relating to a specific topic.

#### 4FE128 E- Business Management, 15 credits

This course provides the student with concepts, tools, and frameworks to manage online business activities related to e-business. This course spans the range of e-business operational, marketing and their application in various contexts. Topics covered include e-marketplaces, e-supply chain management, e-customer relationship management, and security and customer privacy.

#### 4FE136 Digital Business Strategy, 15 credits

The purpose of the course is to introduce participants to advanced frameworks designed to understand international marketing strategy. The course is research oriented in the sense that the frameworks are rooted in contemporary research. Scientific writing has a high priority.

## **Optional courses within Entrepreneurship**

### 4FE148 Entrepreneurship as process and practice, 7.5 credits

The course addresses different theoretical perspectives on entrepreneurship as a process, practice and method across all sectors of society.

### 4FE149 Entrepreneurship and context, 7.5 credits

The course addresses how the context creates opportunities and limitations for entrepreneurship. Different dimensions of context are addressed and special attention is given to the debate on the role of local and regional context.

### 4FE147 Sustainability, entrepreneurship and social change, 7.5 credits

The course offers advanced theoretical perspectives and application in sustainability, entrepreneurship and social change to dilemmas, challenges and opportunities in the contemporary society.

### 4FE150 Entrepreneurship and social change, 7.5 credits

The course provides in-depth knowledge of different perspectives on the role of entrepreneurship in society and its links to social change. Critical perspectives are introduced and discussed, as well as, opportunities and limitations of entrepreneurship as a tool for social change.

## **Optional courses within Supply Chain Management**

### 4FE170 Logistics Management in Supply Chains, 15 credits

In order to give the students an edge in their education and prepare them for their coming business careers, this course deals with important issues for logisticians. They are dealt with in a way that gives the students practice in meeting short deadlines, in debating with students from other countries and backgrounds, in conducting individual research writing and in preparing scenario analyses, all in the English language.

Changes in the world around us imply a need for new business processes for companies, when it comes to business concepts and logistics strategies. Many companies ask how to build their logistics solutions in order to be competitive. Companies observe contemporary challenges as the fast IT development, the trend of outsourcing trends, especially to China, they realize the importance of measuring performance and they consider if and how to use third party logistics providers.

A series of problematizing lectures are arranged on four contemporary themes. Short papers are prepared in groups and discussed in seminars. A conceptual paper, based on some concepts related to the themes, is written individually. Finally a scenario work is conducted. Its content should describe the status and relevance of logistics strategies for a company. It should contribute to future development of contemporary strategies related to logistics management, by the use of scenario methodology.

### 4FE171 Supply Chain Information Systems, 15 credits

For today's organizations to remain competitive, they need to deliver high value to their customers while continuing to be profitable. They can achieve this through the implementation and management of efficient and effective material, financial and information flows. Supply Chain Information Systems enable and support these flows while storing, securing and making available the large amounts of data, some of which is highly complex, needed to be shared within an organization and with its customers and suppliers. These systems are essential in Supply Chain Management as they enable the increased availability, reliability and quality of the information needed to support rapid and confident decision making at all organizational levels.