

Entrepreneurship, Sustainability and Social Change, Master Programme, 120 credits

In semester three you have optional courses 30 credits, max 15 credits undergraduate level and min 15 credits graduate level, see the [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.

Course within Business and Entrepreneurship

2FE951 International Business and Entrepreneurship – Perspectives from emerging markets, 15 credits

- international business in emerging markets – perspectives and paradigms
- entrepreneurship in emerging markets – perspectives of domestic and international entrepreneurship
- discussion of the challenges and the future of emerging markets in a global economy
- country case studies – The course focuses on case study discussions on selected emerging market regions of the world such as the BRICS and beyond. Discussions through the course will focus on the international business market and entrepreneurship paradigms for each country
- problematisation, analysis and strategic decision making

Course 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

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.

Course within Trainee work

4FE146 Trainee Work- Master Level, 30 credits

The course consists of trainee work at an organization, a business or an authority. The trainee work shall provide understanding and knowledge about the daily activities and opportunities to study entrepreneurship.