

Contemporary themes in international business

Description of qualifications

Purpose:

The aim of the course is to strengthen the student's oral and written communicative skills through studies of aspects of international/global business. A further aim is to strengthen the student's competences in gathering, analysing, assessing and presenting relevant information and presenting and debating business issues in English.

The course explores themes that are essential to understanding the international/global business environment, including globalization, international trade, financial markets, ethics and social responsibility and strategies in a globalized world. Furthermore, the course aims to strengthen the student's oral and written communicative skills through presenting relevant information and presenting and debating international/global business issues in English.

Academic objectives:

In the evaluation of the student's performance, emphasis is placed on the extent to which the student can:

Knowledge:

- demonstrate knowledge of essential elements of international/global business environment and related terminology
- demonstrate knowledge of principles of information gathering, analysis and assessment
- demonstrate knowledge of principles of written and oral presentation and debate.

Skills:

- critically discuss essential elements of the international/global business environment and their interaction
- gather, analyse, assess, process, structure and present relevant information on essential aspects of the international/global business environment.

Competences:

- process and critically reflect on the information retrieved in a structured and focused way, using correct terminology and grammatically and idiomatically correct English
- communicate complex realities in a clear and methodical way, adhering to standard academic norms of referencing and argumentation.

Contents

See the description of qualifications.

Instructor

Bente Nissen Byg, Margrethe Petersen

Forms of instruction

Lecture, Classroom instruction

Comments on form of instruction

Teaching methods may include, but are not limited to, close reading of primary and secondary sources, classroom discussions, assignments, group work and oral presentations.

Exam details

SET HOME ASSIGNMENT

Exam time:

7 day(s)

Aid:

Not defined

Assessment:

7-point grading scale

Grading:

Internal co-examination

Notes

Ordinary examination and re-examination:

The exam takes the form of a one-week take-home assignment in the form of an academic paper of 10-12 standard pages that describes and critically discusses themes that are relevant to the course content.

Literature

Will be announced on Brightspace at the start of the semester

ECTS

10

Period

Spring semester 2023

Level

Bachelor

Academic term

BA, 4th semester.

Hours - weeks - periods

Time and place will be announced no later than at the start of the semester here:

<https://timetable.au.dk/schedule>

Language of instruction

English

Course type

Vacant place scheme, Ordinary, Exchange

Primary programme

Bachelor's Degree Programme in International Business Communication in English

Related educations

Department

School of Communication and Culture

Faculty

Arts

Location

Aarhus

STADS UVA code

132171U016