

Commerce Management 2nd semester

Programme:

AP Degree Programme in Commerce Management

Semester:

2. Semester of the programme.

Pre-requisites:

A foreign qualification from a similar major, up to 1 year of sales, business economics, organization and/or business

Availability:

Spring Semester: (end January – June)

Programme information for exchange (Learning Agreement):

For a detailed course description kindly refer to the programme curriculum found under programme information on <http://zibat.dk/curriculums-ordinary-programmes/>.

Semester overview:

<i>Study Programme at the Receiving Institution</i>				
Planned period of the mobility: from [month/year] to [month/year]				
Before the mobility		Component/course title (as indicated in the course catalogue)	Semester [e.g. autumn/spring; term]	Number of ECTS credits
	COM2	Business Economics (Mandatory)	Spring	4
	COM2	Organisation and Management (Mandatory)	Spring	4

	COM2	Sales, Strategy, Marketing (Mandatory)	Spring	4
	COM2	Business law (Mandatory)	Spring	3
	COM2	Digital communication (Mandatory elective component)	Spring	7,5
	COM2	Innovation Management (Mandatory elective component)	Spring	7,5
				Total: 30 ECTS
<p>Web link to the course catalogue at the Receiving Institution describing the learning outcomes:</p> <p>http://zibat.dk/curriculums-ordinary-programmes/</p>				

Semester and Course Description:

The full programme and course structure is organized thematically under a number of themes:

- Communication
- The company
- Market and society
- Commerce

The overall objective of 2nd semester:

- Project 2
- Project 3
- 1st semester

Component title at the Receiving Institution (as indicated in the course catalogue)	Course Component Description
Organisation and Management (Mandatory) Part of project 2 and 1 st semester exam	<p>Personal development</p> <ul style="list-style-type: none"> • Methods for development of personality • Methods for improving effectiveness <p>Organisation</p> <ul style="list-style-type: none"> • Analysis of the key elements of the organisation and the external factors that determine the development of the organisation, including new digitalisation opportunities for organisation and communication • Assessment of the ideas, goals, and strategies of the company – with a clear emphasis on the internal strategies • Assessment of different internationalisation strategies <p>Management and leadership</p> <ul style="list-style-type: none"> • Differences between management and leadership • Team management • Conflict management <p>Examination: Interdisciplinary examination during the semester called “Project 2” and after the first year of study.</p>
Business Economics (Mandatory) Part of project 2 and 1 st semester exam	<p>Operating economics:</p> <ul style="list-style-type: none"> • Economic issues related to operations (cost accounting) • Basic price optimisation <p>Budgeting:</p>

	<ul style="list-style-type: none"> • Budgeting and budget models <p>Examination: Interdisciplinary examination during the semester called “Project 2” and after the first year of study.</p>
<p>Sales, Strategy, Marketing (Mandatory)</p> <p>Part of project 2 and 1st semester exam</p>	<p>Sales:</p> <ul style="list-style-type: none"> • Customer analysis • Presentation technique <p>Strategy and marketing:</p> <ul style="list-style-type: none"> • The internal and external affairs of the company • Competition and supply conditions • Demand, segmentation, and selection of target group • Analysis of market conditions • Market research, method, and reporting technique • General strategy models, including growth strategies • Corporate action parameters • Action, implementation and control of those • Market opportunities and innovation/entrepreneurship <p>Examination: Interdisciplinary examination during the semester called “Project 2” and after the first year of study.</p>
<p>Business law (Mandatory)</p>	<p>Business law</p> <ul style="list-style-type: none"> • Contract law • Purchase law • Marketing law • E-commerce law

	<p>Examination: Interdisciplinary examination after the first year of study.</p>
<p>Digital communication (Elective)</p>	<p>Purpose: The teaching is partly based on collaborative learning, partly on traditional teaching. Concurrently with the teaching, the students work in groups with a company of their own choice for which they will develop a digital strategy.</p> <ul style="list-style-type: none"> • Basic communication theory • The use of digital communication • How to create new customers and to create loyal customers • Content marketing • Online channels of communication <p>Examination: Project 3 (oral exam based on written project)</p>
<p>Innovation Management (Elective)</p>	<p>It is commonly recognized that companies today need to work with innovation in order to create growth. Strong competitive forces caused by globalization and growing customer and consumer demands have put the existing business model of companies under pressure. Therefore, in order to create value, companies need to create an innovative, creative and brave organizational culture that is both organic and proactive in its constitution. The business model must be constantly developed and responsive to dynamic market forces.</p> <p>In this elective course, we will focus on techniques for creating an innovative business culture. We will strive to answer the following questions;</p> <ul style="list-style-type: none"> • What is really needed in order to work with innovation within existing business models? • How can companies work with innovation in a structured manner? • How does market trends influence the innovation processes? • How do companies manage innovation processes in order to create value I their current business model

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| | <ul style="list-style-type: none">• What are the sources of innovation, and how does innovation influence the existing and future business model? |
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Examination: Project 3 (oral exam based on written project)