

Course equivalencies for Aarhus School of Business – Denmark

I. ACCOUNTING

6579 International Financial Accounting = ACCT 499t Jr/Sr Business Elective

Contents: To work in an international environment it is of importance that you are able to compare financial reports from different accounting regimes. From 2005 all listed European companies must prepare the group accounts according to The International Financial Reporting Standards. The objective of the course is to enable the student to read, understand and prepare financial statements according to the International Financial Reporting Standards.

5188 Corporate Valuation = ACCT 499t Jr/Sr Business Elective

Contents: To create an understanding for the theories and the assumptions on which corporate valuation is based · to obtain knowledge about the major issues in corporate valuation · to practice skills in corporate valuation by means of: discussing and placing value-based management in the general management philosophy of the company and its strategy, giving the students an insight into alternative valuation principles and methods, practicing valuations of a real company, exercise negotiation strategies and skills

20413 Financial Accounting = No Transfer

21119 Bookkeeping = No Transfer

20411 Management Accounting = No Transfer

II. ECONOMICS

21230 Economics I = ECON 2023 Principles of Microeconomics

Contents: To introduce the student to and train the student in the application of the basic theories of microeconomics and macroeconomic. Great importance is attached to various applications of the economic theory for analyses of specific and current economic/political problems.

21237 Economics II = ECON 2013 Principles of Macroeconomics

Contents: To introduce the student to and train the student in the application of the basic theories of macroeconomics and international economics. Great importance is attached to various applications of the economic theory for analyses of specific and current economic/political problems.

19876 The Economic Policies of the EU = ECON 399t Jr/Sr Business Elective

Contents: One of the main principles of the treaty establishing the European Union is that the economic policy of the member states is 'in accordance with the principle of an open market economy with free competition'. However, other parts of the treaty modify this principle. There is extensive regulation of agriculture and other primary sectors, transport and industry; and there are general rules on competition and state subsidies, harmonization of standards, regional policy, research and development as well as environmental protection. The importance of this regulatory framework lies in the fact that it is the result of the joint decisions of all member states; and it therefore commits them to adopt a common system without which the whole idea of the Single Market would be threatened by a tendency to anarchistic manipulation of production and consumption.

21068 Labour Markets: Economics and Policy = ECON 399t Jr/Sr Business Elective

Contents: Primary aim of this course is to give an understanding of the workings of labour markets with an emphasis on the economic mechanisms. The main topics of the course are the determinants of, firm- and economy-level demand for labour, individual- and economy-level supply of labour, family and work, the wage structure, discrimination and pay differentials, international migration and the labour market of immigrants, wage formation, both at the level of the firm and the economy.

12852 Political and Economic Integration in the EU = ECON 399t Jr/Sr Business Elective

Contents: The European Union increasingly influences business, politics and everyday life in the member countries. Realisation of the Economic and Monetary Union and the geographical expansion of the EU are likely to accelerate the process. Even if Walter Hallstein, the first president of the EU Commission, was right in suggesting that 'we are not in business; we are in politics', economics is still central to politics.

12863 International Business Methods = ECON 4653 Economics of Multinational Enterprise

Contents: The condition for doing international business is currently in a flux. The increasingly complex and international business environment necessitates strategic planning based on updated information. The profitability and survival of firms depend on proper handling of the environment and is based on a well-defined and carefully implemented strategy, i.e. the combination of internal and external information. Analysis of the environment can be handled from an industrial economics as well as a business strategy perspective, and both approaches are taken.

21231 Descriptive Economics = ECON 499t Jr/Sr Business Elective

Contents: A company only exists through interaction with other companies and with the rest of society. Therefore, Bachelors of Economics and Business Administration must have a broad knowledge of cyclical and structural changes in the private and public sectors, including the factors that caused these changes.

21572 Seminar in Descriptive Economics = ECON 499t Jr/Sr Business Elective

Contents: The seminar aims primarily at achieving the following objectives: To train students in producing an independent, systematic, and clear treatment of a chosen topic using statistical data sources, to train students to independently analyze technical issues, using theoretical and/or empirical analyses, to deepen and supplement theoretical topics

covered in the lectures, especially those less fully covered in the lectures and to train the students in how to conduct searches in international statistics and in how to use statistical data in seminar assignments.

12869 Strategic Collaboration among Firms in Europe = ECON 399t Jr/Sr Business Elective Contents: The move towards globalisation and increased competitive pressure on firms acting internationally forces them to search for partners in either alliances, joint ventures or more informal cooperative agreements. The aims of seeking partners can be to access resources, neutralise competitors or to get closer to the technological frontier at lower cost. Many of these alliances cross boundaries, in part, because the EU has developed programs aiming at supporting cross-border collaboration among firms. Hence, the module on strategic collaboration among firms in Europe addresses the existence of strategic collaboration especially focusing on European firms and the role played by EU programs.

21152 Managerial Economics = ECON 4333 Managerial Economics Contents: To provide a general introduction to Managerial Economics, comprising different ways of describing a company and its economic problems, to practice the application of problem solving methods in Managerial Economics and the achievement of familiarity with application of model arrangements and model solutions.

21125 Business Research Methods = ECON 399t Jr/Sr Business Elective Contents: The aim of the course is to develop the students' knowledge of and their familiarity with general methods for solving management problems in different areas of business. Main emphasis will be put on the problem formulation, defining operational questions and hypothesis, which might be used for investigating and solving the problem and identifying the most relevant survey methods to be used in solving the problem.

16480 Quantitative Economic Methods = ECON 4733 Quantitative Economic Analysis Contents: The course Quantitative Economic Methods is a prerequisite course on several Master lines. The course has two major aims. Firstly it gives the students some tools, which enable them to acquire the knowledge published in high quality publications within the areas of the master lines. Secondly, it enables the students to feel conversant with the tools, enabling them to model and estimate economic systems, construct and estimate forecasting models, and apply multivariate analysis techniques for relevant statistical problems.

III. FINANCE

21261 Finance = FINN 3043 Principles of Finance Contents: The course Finance describes the role and functions of the financial system, and how financial planning in a stock listed company should be done in accordance with the terms of financing and the valuation process in the market. The main focus is not only business finance - also topics from personal finance such as savings and portfolio investments in stocks and bonds will be covered.

20196 Quantitative Methods in Finance = FINN 3103 Financial Modeling

Contents: The purpose of the course is to introduce the students to the most widely used quantitative methods in financial analysis. Therefore, basic financial econometrics techniques used later in the master program are presented and applied. The students will get hands-on experience analyzing financial data using the software program EViews.

21123 International Corporate Finance = FINN 3703 International Finance

Contents: To introduce the student to the global financial environment in which companies and investors operate. The course supplements the introductory bachelor course in finance by adding international perspectives. To describe international markets for foreign exchange, derivatives, bonds, shares and other assets, to analyze risks in connections with transactions in foreign exchange, export and import, international portfolios and foreign direct investments, to explain methods and instruments that can be applied by companies and investors in the management of risks related to international financial markets.

21651 European Business and Finance = No Transfer

22217 Corporate and Managerial Finance I = FINN 3603 Corporate Finance

Contents: It is the general aim of the course to provide the participants with a profound knowledge about financial decision making in corporations. It is important to underline that although the course is focused on the managerial problems, decisions must be based on a solid theoretical framework.

22221 Corporate and Managerial Finance II = FINN 4233 Advanced Corporate

Finance Contents: It is the general aim of the course to extend the knowledge about financial decision making in corporations provided by the preceding course “Corporate and Managerial Finance 1.”

15705 Advanced Corporate Finance = FINN 5303 Advanced Corporate Financial

Management Contents: This course is the second in a sequence of two courses in Corporate Finance. In the first course the classical Corporate Finance theory, that is, Corporate Finance under symmetric information was covered. In this course the emphasis is moved to Corporate Finance under asymmetric information and agency problems. In the first part of the course the traditional agency theory and asymmetric information is used to revisit capital structure, dividend and capital budgeting policies. In the second part the focus is on the role of governance systems under different ownership structures. Finally, an extreme case of agency and asymmetric information problems is analyzed namely that of Venture Capital financing.

13507 Corporate Failure and Transformation = FINN 399t Jr/Sr Business Elective

Contents: The main objective is to learn from the failure of organizations and from the experience of others, particularly from past failures and successful turnaround examples. The business environment becomes more and more turbulent and uncertain. Product life cycles are shorter and businesses have to re-invent themselves.

20956 Global Business = Jr/Sr Business Elective Contents: Global business is usually defined, quite simply, as business activities which involve trade or investment across national boundaries. Sometimes the term is interpreted more narrowly as referring, only, to the activities of large businesses which are global, or at least regional, in the scope of their activities. In either case, these activities often relate directly to the movement of exports or imports plus support activities such as transport, credit, marketing, payment, legal and insurance services. They may also include activities relating to the intangible assets of the firm, such as trademarks, patents, and the licensing of brand names or product and manufacturing technology. Dealing with these matters requires a working knowledge of the world's international trade and monetary systems.

IV. INFORMATION SYSTEMS

16713 Systems = ISYS 399t Jr/Sr Business Elective

Contents: To provide the students with tools and techniques that can help an organization in its process management: ISO 9000/14001, Statistical process control, Experimental design.

21227 Business Computing = ISYS 3333 Information Systems Management

Contents: to give the students knowledge of the application of Information Systems (IS) within the field of business economics. The course focuses on structured methods for description, construction and implementation of computer systems.

550 Technological Forecasting in Strategic Management = ISYS 399t Jr/Sr Business Elective Contents: The primary purpose of this course is to introduce quantitative methods which can provide necessary information about the future technological development within the areas vital for the survival of a given company. This constitutes an important element in the strategic management of the company. The relation to qualitative and normative methods will, however, also be briefly described.

22208 Web-Design = ISYS 399t Jr/Sr Business Elective

Contents: This course consists of a theoretical introduction followed by practical exercises for creating your own web pages on the ASB server. Your web pages will be accessible over the Internet during the duration of the course.

22211 Image Processing and DTP = No Transfer

22212 IT - Power Point Presentation = No Transfer

22204 Discourse Analysis I = No Transfer

22206 Discourse Analysis II = No Transfer

VII. MARKETING

21755 Marketing = MKTG 399t Jr/Sr Business Elective

21704 Marketing Management = No Transfer

1552 Consumer Behavior = MKTG 4553 Consumer Behavior

Contents: To provide the students with knowledge of theories and models that describe and explain the behavior of consumers when buying and consuming, and to teach them to select relevant variables in studies of consumer behavior.

11002 Cross Cultural Marketing = MKTG 499t Jr/Sr Business Elective

Contents: The aim of the course is to give a fundamental understanding of the importance of cultural differences in relation to marketing. In order to sell products or services with success on different markets, the firm must understand how cultural aspects influence the behavior of buyers, middlemen and the firm itself.

21233 Seminar in Marketing = No Transfer

344 Advanced Marketing = No Transfer

18517 Project Marketing and Systems Selling = MKTG 499t Jr/Sr Business Elective

Contents: Project operations are one of the dominating modes of international business today (Hadjikhani, 1996), as the “products” of industrial companies increasingly exhibit project-like features (Günter and Bonaccorsi, 1996). This is due to the increased complexity and “systemization” of the offerings of many international companies. This implies that project managers and industrial marketers alike have to develop their capabilities in supplying ever more complex “total solutions” that include both tangible (products) and intangible (services) aspects. These issues will therefore be addressed in this course.

16715 Results = No Transfer

VI. MANAGEMENT

21126 Management Science Models = WCOB 399t Jr/Sr Business Elective

The background of the course is a need for systematic knowledge of a number of quantitative methods and models that are applied in solving managerial problems. These are models that are used to find optimal solutions to problems and models that are used to evaluate the consequences of given alternative courses of action. The need for this knowledge and the opportunities to use it are increasing with the advances of new edp technology.

LAW

19873 EC Competition Law = BLAW 399t Jr/Sr Business Elective

Contents: The aim is to provide the students with a detailed knowledge and understanding of the legal aspect of EU competition policy, whereby the students will be able to foresee which contracts and which behaviour is likely to violate this policy.

22195 EU Law = BLAW 399t Jr/Sr Business Elective

Contents: The Course aims at giving the students an insight into the basic EU Law (concerning the Institutions and legal order) as well as the foundations of the Community (fundamental rules concerning the Internal Market).

22196 Danish Business Law = No Transfer NOTR

12832 Law of the Single Market = BLAW 399t Jr/Sr Business Elective

Contents: Today the EU issues more legislative acts than most member states, and the EU legislates within most – economic as well as non-economic – areas. Thereby EU-laws are the common denominator for doing business in the member states. To make use of this ongoing convergence of the laws, the students will need to understand how the EU system works, what the principal aims are, and what is the effect of harmonization.

22219 E-Commerce Law = BLAW 399t Jr/Sr Business Elective

Contents: The aim of this course is to make the student capable of identifying legal problems arising in relation to the commercial usage of the Internet. Moreover the student must be able to identify the law applicable in each situation and apply the law to specific legal problems.