

CURRICULUM
for
Bachelor in Innovation and Entrepreneurship

Part IV: Institutional Subject Element B
Specialty module and summer School

Commencement 15 August 2019



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This curriculum is part of the national and institutional curriculum and they must be used together. The national part of the curriculum is the same for all academies that offer this programme, while this part of the curriculum (the electives part IV) is specific to Business Academy Aarhus.

1. Elective subject element - Speciality module - 5 ECTS

As part of the local subject elements, the specialty module is offered on the programme's 2nd semester: Each student must submit a choice of subject from the subject catalogue below.

The deadline for the choice of subject will be in the programme's activity plan at the start of the 2nd semester.

A seminar group will be created for a subject if enough students have chosen the subject. For the same reason, the students must prioritise three subjects when choosing their desired specialty module.

The learning objectives and the exam process and form for the speciality module are described in the institutional part of the curriculum.

1.1 Export sales

Could focus on specialisation in an industry, a country/region, direct/indirect channels, project sales, building an international sales organisation, building relationships (partnerships/alliances), leadership and management of sales subsidiaries /sales teams/salesmen/agents, market penetration, the selection of export markets.

1.2 Online sales and digital business models

How companies can work with sales and distribution channels, development of sales. Could be via the Internet, management of online and physical sales channels, omnichannel management, best practices and next practice in customer relation management

1.3 Open innovation

How Open innovation can be used in product development and service development in specific businesses or companies. Central concepts in open innovation such as co-creation, idea management, lead users, user toolkits, customer communities, crowdsourcing can be explored.

1.4 Behavioural design

How behavioural design can be used to optimise processes, employees or customers. Insights into the latest knowledge on what influences our behaviour and how that knowledge can be used, and is used, internally and externally in companies

1.5 Digital innovation

How can digital solutions be used to optimise processes internally or across companies? What opportunities and challenges are faced in digitalisation? Possible areas to research are gamification, digital tools and disruption.

1.6 Intrapreneurship

How is an innovative culture created and maintained in existing companies? Research can include intrapreneurial methods and how they are used and can also include research on best practices and what can be learned from companies who already have an innovative culture.

1.7 Product development processes

Insights into the management of product development, prototyping and testing of new products. How do companies work with product development and testing? Areas of research could be user involvement, co-creation, prototyping, prototyping, scalability etc.

1.8 CSR, circular economy and sustainability

How can sustainability be a competitive driver in a company's supply chain and how can sustainability add to the business model of a company? How can circular economy be part of a business model, product development and strategic directions?

2. International Summer Schools

Summer schools are offered each year in different destinations. In 2019, stays were offered in Malaysia, Canada and Denmark. See a separate description of each international summer school on Study Update. The application deadline is 1 March 2020.

NB! The individual summer schools take place in early July to mid-August, all with a length of 2 weeks. The teaching and exam is conducted in English.

3. Commencement

This part IV of the curriculum for the Bachelor in Innovation and Entrepreneurship is valid from 15 August 2019 and applies to all enrolled and future students in the programme.