

CURRICULUM
for
Bachelor in Innovation and Entrepreneurship

Part IV: Institutional Subject Element B
Specialty module

Commencement 15. January 2021



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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 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

1.2 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, artificial intelligence, digital tools and disruption.

1.3 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.

1.4 Product development

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, artificial intelligence, prototyping, prototyping, scalability etc.

1.5 Social entrepreneurship, circular economy and CSR

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

1.6 Innovative sales and marketing

Insights into trends in sales, marketing and market communication. Innovative sales include online selling platforms, CRM etc. Innovative marketing and marketing communication includes digitalization, social media, social selling, nudging, guerilla marketing etc. Definitions, usage and implementation will be explored.

1.7 Export and globalization

Analysis, evaluation, planning and organization of different levels of globalization in companies are explored. Hereunder development of new export markets, export platforms and distribution channels as well as development of global supply chains, partner selection, outsourcing, offshoring, cultural differences, code of conduct etc.

1.8 New Technologies

Exploring new technologies and their innovative usage. A broad view of development and exploitation of different technologies like AI, Machine Learning, Big Data, VR etc. will be explored, and how these have been or will be able to disrupt business models and sectors. Scaling options and ethical issues can as well be explored.

2. Commencement

This part IV of the curriculum for the Bachelor in Innovation and Entrepreneurship is valid from 15 January 2021 and applies to all enrolled and future students in the programme.