



INTERNATIONAL STUDY PROGRAMMES



BA in International Communication and Multimedia (ICM)
BSc in Global Management and Manufacturing (GMM Engineer)
BSc in Electronic Design Engineering (EDE)
BA in International Management (HAim)
MSc in Marketing and Business Innovation
MSc in Engineering (Technology Based Business Development)



INSTITUTE OF BUSINESS AND TECHNOLOGY
FACULTY OF SOCIAL SCIENCES
AARHUS UNIVERSITY

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AU-IBT

WELCOME TO AU-IBT



When you are looking for excellence in your future studies, you should look at Aarhus University, Institute of Business and Technology's (AU-IBT) study programmes in business economics, international business communication as well as engineering and management.

AU-IBT's five core competences characterise the purpose and contents of the study programmes – just as the core competences play an important role in relation to the organisational work.

The basis of the study programmes at AU-IBT is strong academic standards combined with a practical approach. AU-IBT strives to ensure that the students solve tasks and write assignments in cooperation with the business community and to make sure that the education is relevant in relation to the tasks the students will be assigned after obtaining their degrees. Relevance is ensured by tailoring our study programmes to meet the requirements of the business community.

The merger with Aarhus University in 2006 resulted in an even higher academic level and an increased focus on research and development.

I am confident that you will find AU-IBT an interesting, dynamic, and visionary organisation – whether you are a student, a present or future cooperator, jobseeker or just interested in knowing how AU-IBT works as an educational institution.

A handwritten signature in blue ink that reads "Erik Ernø-Kjølhede".

Erik Ernø-Kjølhede
Director

AU-IBT'S STRATEGIC VALUES

INTERACTION ACROSS PROFESSIONAL BOUNDARIES

AU-IBT offers higher education within business economics, international business communication, engineering and management on the same campus, generating dynamics and interaction across professional boundaries.

CLOSE INTERACTION WITH STUDENTS

An informal but professional environment with close interaction with the AU-IBT teaching staff ensures that the students feel part of a community.

CLOSE INTERACTION WITH THE BUSINESS COMMUNITY

The interaction between AU-IBT and the business community ensures study programmes which meet the business community's expectations and requirements.

INNOVATIVE FOCUS

AU-IBT's knowledge centres ensure a clear link between study programmes and new and interesting knowledge.

INTERNATIONAL FOCUS

Cooperation with foreign educational institutions and study periods as well as placements in foreign countries, exchange students and foreign students ensure an international dimension.



BA IN INTERNATIONAL COMMUNICATION AND MULTIMEDIA

The BA in International Communication and Multimedia (ICM) is a stimulating study programme that will provide you with the theoretical and practical knowledge to be able to work within a wide variety of fields. The aim of the ICM study programme is to qualify you to play a central role in any organisation by performing almost any kind of communication task in English. The international orientation of the study programme will provide you with the necessary tools to deal with working situations anywhere in the world.

THE STUDY PROGRAMME

The duration of the study programme is three years, and teaching takes place at AU-IBT in Herring. All courses are taught in English, and the programme covers three main subject areas as well as a series of electives:

COMMUNICATION AND ENGLISH

Your verbal and written skills are strengthened while gaining a solid knowledge of cross-cultural and intercultural communication issues and strategies. Subjects within this field include: Language Proficiency, Culture, Business Communication and International Communication, among others.

MEDIA PRODUCTION

You will learn how to develop digital communication by working with websites, digital imaging, animation, DTP and video production. You will obtain knowledge of more than the simple design line by using the theoretical knowledge acquired from your other courses.

PROJECT MANAGEMENT

By learning how to plan a project from the initiating phase until the final implementation, you will be able to offer your customers solid and innovative solutions to the multiple situations you will be faced with during the course of your studies. Marketing, Project Management and Innovation are subjects covered by this field.

Common core subjects include Business Studies, International Business Environments and Theory of Science, among others.

The study programme stresses pragmatics and usability in relation to theory, and the project work experience you will acquire during your studies is invaluable as you will be able to work as part of a multicultural team developing fully functional solutions for your employers and customers.

Your professional level in English language and your insight into media-related subjects will provide you with access to further education in a variety of fields.

CLOSE CONTACT WITH LOCAL INDUSTRIES

Each semester, you will be appointed with a real-life or case project covering the different subjects. These projects will give you an insight into the business world and allow you to apply your theoretical knowledge in a practical way.

The study programme also offers you the opportunity to continue your studies at master level, or to join forces and experience with other graduates from different fields to start your own business in the fields of communication and media production.

[READ MORE AT ICM.HIH.AU.DK](http://ICM.HIH.AU.DK)

A BROAD SPECTRUM OF QUALIFICATIONS

"The broad ICM study programme has provided me with many tools that I can use in my everyday life – particularly within marketing. Developing a marketing plan for an exhibition is similar to a campaign plan and all activities must fit under the same umbrella.

ICM has helped me to look things from a bird's eye view and has given me the theories and practical skills to choose the right strategy.

Communicating with other people is an important part of my job – both in Danish and English – along with the development of marketing plans. Specifically, I am responsible for our website, which has to be updated and interesting to visit.

The practical skills gained at ICM have been beneficial when having to choose the proper medium, communication and improvement thereof. It requires that I am open-minded and creative every day.

I work with many people from different work areas and it is my responsibility that we work together to achieve the same goal".

Vesna Mircevska, Project Coordinator
MCH – Messecenter Herning Kongrescenter



ENTRANCE REQUIREMENTS

To be admitted to the study programme, you must have passed at least an upper secondary education/a high school examination (equivalent to 12 years of school). The following requirements must also be met:

For non-Danish students, the English language level must be documented - more information on how to document the English language level is available on the website.

Furthermore, you must have an additional foreign language equivalent to the Danish B level (minimum 350 hours of instruction during high school/an upper secondary education) or your mother tongue at A level.

In addition, history, social subjects or contemporary

history equivalent to the Danish B level (minimum 150 hours of instruction) is required.

WORK FORMS

Besides classroom instruction, emphasis is placed on practical "hands-on" experience with various tasks which often involve the use of computers. Other central learning forms are case studies, projects and independent work.

JOB PROFILE

When you finish your studies, you will be qualified for employment as multimedia designer, marketing coordinator, communications coordinator, buyer, etc.

FURTHER EDUCATION

With a BA in International Communication and Multimedia you are qualified for further studies at master level.



BSC IN GLOBAL MANAGEMENT AND MANUFACTURING

The international study programme in Global Management and Manufacturing (GMM) is for students who wish to work with global management, leadership, sourcing and production. The global perspective is an essential part of the study programme, which focuses on new forms of production.

The study programme is only taught in English and is therefore directed towards both Danish and foreign students.

A BROAD ENGINEERING PROGRAMME

The GMM study programme is a broad engineering programme combining the different disciplines of production, sourcing, economics and management. Global companies are in focus during the study period, including Danish global companies, such as Bang & Olufsen, Grundfos, Lego, etc. The GMM students will obtain essential knowledge of cultural understanding both through theory but also through working and socialising with the different nationalities studying the GMM programme.

PROFILE SUBJECTS

The profile subjects include:

- Management and motivation factors
- Global production and sourcing
- Logistics, purchasing, supply chain management and networking
- International relations, language and cultural understanding
- Technology and production
- Personal development and project management
- Design, innovation and product development
- Strategic development

THE MENTOR PROGRAMME

What is truly unique about the study programme is the fact that you as a student will be associated with a mentor company with which you will work closely together from the 3rd to the 7th semester.

This means that you will solve tasks in relation to your studies and you will try out theories, models, concepts, etc. compared to real practical problems in your mentor company. In this way, you will have plenty of opportunities to confront theory with praxis during your studies.

CLOSE INTERACTION WITH TEACHERS

The informal environment with close interaction between students and the teaching staff as well as group instruction as opposed to lectures ensures that students can always get answers to any questions they may have. In addition, follow-up by the GMM teachers on placements as well as the students' personal development will take place during the course of study.

JOB PROFILE

When you finish your studies, you will be ready to challenge the international market in terms of global sourcing and production and to find employment as production manager, quality engineer, environmental engineer, technical manager, logistics manager or project manager.

[READ MORE AT GMM.HIH.AU.DK](http://GMM.HIH.AU.DK)

A JOB IN THE WIND INDUSTRY

"My engineering studies led to a top job in the wind power industry. As Senior Vice President at Vestas Nacelles A/S, I manage our seven assembly factories in Denmark, Southern Europe and the Far East. Vestas Nacelles A/S is one of four production business units in Vestas Wind Systems A/S and manufactures hubs and nacelles for all Vestas wind turbine generators.

My job is fulfilling and challenging so I am very satisfied with my choice of becoming an engineer. It is a perfect job if you are interested in technology but also want to work with management and globalisation. I am very happy that I chose to study at AU-IBT because it is a university where the



teachers are very interested in the students' well-being.

AU-IBT's size provides a challenging environment and possibility to discuss and address issues of relevance, and you will not feel like one of the crowd. There will be plenty of face-to-face time which makes it possible to ask relevant questions and start interesting discussions about various subjects. The excellent study environment is a great advantage at AU-IBT".

Johnny Høy Henriksen,
Senior Vice President, Vestas Nacelles A/S

ENTRANCE REQUIREMENTS

To be admitted to the study programme, you must have passed at least an upper secondary education/a high school examination (equivalent to 12 years of school).

The following requirements must also be met:

- Mathematics at B level (minimum 250 lessons)
- Physics at B level (minimum 200 lessons)
- For non-Danish students, the English language level must be documented - more information on how to document the English language level is available on the website.

THE STUDY PROGRAMME

The duration of the study programme is 3 1/2 years and focuses on four main subject areas:

- Management competences
- Manufacturing competences
- International competences
- Personal competences

The courses deal with topics concerning management, global sourcing and production, supply chain management, intercultural communication, design and product development, personal growth and project management.

All teaching takes place in Herning and all courses are taught in English.

WORK FORMS

The study programme is divided into seven semesters, each lasting 14-15 weeks. The central learning method is project organisation. Another learning method focuses on "real-life" company projects taught by professional and competent lecturers and supervisors.

FURTHER EDUCATION

An additional two years of study may result in a Master's degree. By selecting the right courses during your studies, you can obtain a Graduate Business Diploma (basic) and a Bachelor's degree in Global Management and Manufacturing simultaneously.

JOB PROFILE

When you finish your studies, you will be ready to challenge the international market in terms of global sourcing and production and to find employment as production manager, quality engineer, environmental engineer, technical manager, logistics manager or project manager.



BSC IN ELECTRONIC DESIGN ENGINEERING

The products of the future will contain many more electronic units than today (e.g. clothes, refrigerators, lamps, etc.). These units will be connected in intelligent systems.

As an Electronic Design Engineer, you will be able to design electronics and software for systems contributing to satisfying the future needs of the users. In this way, you will take part in developing excellent products and creating good business opportunities.

THE PROGRAMME'S COMPOSITION

The EDE study programme will for example enable you to:

- Design the software and electronics of the future
- Design systems for the house of the future
- Design user-friendly systems
- Think creatively
- Create business opportunities

Engineers develop universal concepts and products. Therefore, textbooks and teaching are in English.

FOCUS AREAS

The study programme covers the following three focus areas:

1. The Intelligent House

Be part of creating the house of the future through intelligent and interactive architecture.

2. Renewable Energy

You will develop and apply technologies within renewable energy and reduce the CO₂ development.

3. Business Development

Development of concepts, products and new business opportunities.

PRACTICAL APPROACH TO THE TASKS

The study programme is based on project work in close cooperation with companies. As a result, some students will be part of the trainee/mentor programme at AU-IBT meaning that they will be associated with a company during their studies.

Trainee/mentor students have the following possibilities:

- Work with concrete projects in the company
- Write the final project in the company
- Have the opportunity for paid work placement, student and holiday job
- Have the opportunity for employment when graduating

In addition, you will have the opportunity to work with the latest technological knowledge in Centre for Integrated IT Development (CITU). The centre is a research and development unit and is part of the EDE study programme. Visit CITU at www.citu.dk.

SPECIALISATION

You can specialise within the following areas:

- Renewable energy
- Man-machine interaction
- Regulation
- Software
- Web and mobile technologies

Furthermore, you can specialise within the latest technology, such as biometrics and powerline technology in CITU.

WORK FORMS

The EDE study programme is conducted as theoretical lectures in the morning and project work and assignments in the afternoon. This ensures a close interaction with the teaching staff throughout your studies at AU-IBT. The intensive study also means that you will make many friends during the education.

JOB PROFILE

As an Electronic Design Engineer, you will be able to manage jobs within a wide area. Many graduates are employed as development engineers, project managers or simply become self-employed.

[READ MORE AT EDE.HIH.AU.DK](http://EDE.HIH.AU.DK)



EXCITING TO DEVELOP NEW PRODUCTS

"I am motivated to work with hardware, software and electronic products, since electronics is a large part of our lives. As an electronic design engineer, you have many options and you can take part in making a difference. The study programme provides you with the opportunity to work on developing new products, be creative and possibly produce your own product."

Ali Taleb, EDE student

CLOSE COOPERATION AND BROAD SUBJECT KNOWLEDGE

"I have had the great pleasure of studying the EDE study programme at AU-IBT. The sizes of the place and the education have contributed to an incredibly close collaboration among students and teachers. The EDE study programme at AU-IBT has broad academic subject knowledge with good opportunities to choose subjects according to one's own interest. Meanwhile, the study is very professional and focused on learning to acquire new knowledge. This is a skill that I have really benefited from in my daily job, where I am the first engineer at my workplace and therefore must acquire new knowledge on my own".

Lars Jonsson, Electronic Design Engineer, Zeteco Energy



ADMISSION REQUIREMENTS

To be admitted to the study programme, you must have passed at least an upper secondary education/a high school examination (equivalent to 12 years of school). The following requirements must also be met:

- Mathematics at A level (minimum 375 hours of instruction)
- Physics at B level (minimum 200 hours of instruction)
- Chemistry at C level (minimum 75 hours of instruction)

If you do not fulfil the level requirements, AU-IBT offers courses where you can update your mathematics, physics and chemistry.

Furthermore, it is an advantage if you have English qualifications equivalent to the Danish B level (minimum 210 hours of instruction).

THE EDE STUDY PROGRAMME

The duration of the study programme is 3½ years including work placement. An additional two years of study results in a Master's degree. AU-IBT offers an MSc in

Engineering (Technology Based Business Development). The teaching is in English and takes place in Herning.

THE STRUCTURE OF THE STUDY PROGRAMME

Electronic design, software design, microprocessor technique, digital signal processing, EMC, web technology, network, operating systems, data communication, man-machine interaction and ASIC design.

WORK FORMS

Dialogue-based teaching and project work in teams. Theory and praxis are combined in projects in cooperation with companies. In the morning, you will attend classes, while concentrating on projects in the afternoon.

Areas of specialisation in the study programme: Renewable energy, man-machine interaction, regulation and software. In addition, you can specialise within the latest technology, such as biometrics and powerline technology in CITU.



BA IN INTERNATIONAL MANAGEMENT

The BA in International Management is an international bachelor programme. Its primary goal is to give the student a generalist approach to identifying, understanding, analysing and solving problems within international businesses preparing graduates to take executive positions. The study programme is taught entirely in English with a fully integrated and internationalised curriculum.

The BA in International Management provides graduates with the competences to work in multinational and international companies. In addition, the degree qualifies graduates for further studies at master level in Denmark or abroad.

THE STUDY PROGRAMME

While the academic quality of the programme is crucial, it is not sufficient in itself. It is of equal importance that students acquire personal skills, such as the ability to communicate, debate, socialise, show flexibility and self-discipline, work together and act holistically. The programme atmosphere is intensive and each student should contribute to her/his own learning.

Business subjects include managerial economics, marketing, management accounting, financial management, organisation, finance and investment. In addition to the business subjects, the programme also includes courses in mathematics, economics, statistics, methodology and business law.

The first two years, the study programme takes place at AU-IBT and the 5th semester usually takes place at a foreign business school or university, giving you a better cultural understanding by studying abroad. The 6th semester also takes place at AU-HIH.

Courses with a highly experienced teaching staff, combining know-how with theory, guarantee direct application of theory. In the BSc in International Management study programme, emphasis is placed on business economics. The informal environment with close interaction between students and the teaching staff ensures that students can always get answers to any questions they may have.

FOCUS ON PERSONAL COMPETENCES

In the knowledge economy, cooperation, knowledge management and the ability to cope with and generate change and innovation are of the essence. Therefore, the study programme emphasises personal competences, such as teamwork, communication, cooperation and the ability to present complicated material during seminars which consist of a number of meetings about a specific seminar theme. To strengthen the focus on your personal competences, the teaching is partly carried out as tutorials in small groups.

[READ MORE AT IM.HIH.AU.DK](http://IM.HIH.AU.DK)



THE PERFECT CHOICE

"Since I want to become self-employed and start my own business at some point in the future, International Management at AU-IBT is the perfect choice for me. I want to work within an area related to my education. You have everything you need here at AU-IBT – competent teachers, good facilities and a good study environment."

Renata Jonaityte, International Management student

ENTRANCE REQUIREMENTS

To be admitted to the study programme, you must have passed at least an upper secondary education/a high school examination (equivalent to 12 years of school). The following requirements must also be met:

- Mathematics at B level (minimum 250 hours of instruction)
- History, social subjects or contemporary history equivalent to the Danish B level (minimum 150 hours of instruction)
- For non-Danish students, the English language level must be documented - more information on how to document the English language level is available on the website.

THE STUDY PROGRAMME

The duration of the study programme is three years and aims at giving students a general, broad and versatile introduction to a number of subject areas of special importance to those who want a business career. All teaching takes place in Herning and all courses are taught in English.

WORK FORMS

The teaching is carried out partly as lectures and partly as tutorials in small groups. Seminars are a number of meetings where individual/group-based written assignments prepared by students within a certain subject area are discussed.

JOB PROFILE

Because of the general and versatile character of the BA in International Management, employment can be found in many different types of jobs in both the private and the public sector. Holding a BA in International Management, you will find employment in areas such as accountancy, financial management, marketing/sales and administration with good prospects of executive positions.

FURTHER EDUCATION

With a BA in International Management you are qualified for further studies at master level.



INTERNATIONAL FOCUS WAS A KEY FACTOR

I always knew that an international focus would be of crucial importance for my choice of education. Business economics, cultural studies, international fellow students and English as a teaching language in combination made International Management the right choice for me. The education has provided me with a solid foundation for my career, such as ability to collaborate with many international suppliers and other business relations.

Heino Kjellerup, Category Manager, CC&CO



MSC IN MARKETING AND BUSINESS INNOVATION

Due to the growth in the knowledge economy during the last decades, focusing on innovation skills has become more and more important. Today, innovation is the most essential aspect of surviving the global competition and gaining market advantages.

The Master of Science (MSc) in Marketing and Business Innovation is for managers of tomorrow who wish to understand and obtain an insight into the entire organisational innovation process and how these processes are linked to key stakeholders such as customers, suppliers, knowledge institutions and public institutions. As a graduate, you will understand the dynamics of innovation and knowledge and be able to cope with the many changing tasks with which you will be faced.

UNIQUE MENTOR PROGRAMME

Students will be part of the mentor programme at Aarhus University, Institute of Business and Technology (AU-IBT) during their master studies. The academic world is thus anchored to the business world. The objective of the mentor programme is to enhance the students' personal and academic qualifications and transform theory and academic knowledge into development of new business areas in new or existing companies.

SPECIFICALLY, GRADUATES WILL BE ABLE TO:

- Evaluate the market potential of a new product or service
- Assess the impact of a new innovation on the industry
- Create and implement strategies related to innovation processes
- Increase creativity and manage knowledge workers.

ADMISSION REQUIREMENTS

Graduates from bachelor programmes in Business Administration or Economics are admitted to the master programme.

Non-native speakers of English are required to provide evidence of their English language proficiency equivalent to a paper-based TOEFL score of 560.

THE STUDY PROGRAMME

The MSc study programme has a duration of two years and is a part of AU-IBT's research unit Centre for Innovation and Business Development. Teaching takes place at AU-IBT in Herning.

As a student, it is possible to individually put together the study programme. To become a MSc in Marketing and Business Innovation, you must obtain 120 ECTS divided into compulsory subjects, specialisation, an optional part and the master thesis.

On the third semester, it is possible to take a study placement abroad.

WORK METHODS

Theoretical and practical teaching combined with the mentor programme. This ensures close interaction with the business world.

JOB PROFILE

Graduates will be able to start their own companies or participate in/be responsible for product, process or service innovation in small and medium-sized enterprises (SMEs) as well as large-scale enterprises. Typically, students will work with strategy, management, product development and innovation in logistics and supply networks, in marketing departments or production facilities.



As a student, you will have the opportunity to tailor the study programme according to your interests and wishes. Below, some illustrative examples of different profiles for the study programme are listed. The entire study structure and content are revised during the autumn 2010 and will therefore be

subject to change. You can find further information about this process on the website.

READ MORE AT MERC.HIH.AU.DK

BASIC PROFILE	MARKETING AND STRATEGY PROFILE	ORGANISATION AND MANAGEMENT PROFILE
<p>1ST SEMESTER (30 ECTS)</p> <p>SUBJECT 1: International Marketing Management (compulsory subject) SUBJECT 2: Innovation I (specialisation) SUBJECT 3: Business Research Methodology (compulsory subject)</p> <p>2ND SEMESTER (30 ECTS)</p> <p>SUBJECT 1: Managing Organizational Change and Human Resources (compulsory subject) SUBJECT 2: Elective subjects SUBJECT 3: Innovation II/Entrepreneurship (specialisation)</p> <p>3RD SEMESTER (30 ECTS)</p> <p>SUBJECT 1: Innovation III/Innovation Management (specialisation) SUBJECT 2: Elective 1 SUBJECT 3: Elective 2</p> <p>4TH SEMESTER (30 ECTS)</p> <p>Master thesis</p>	<p>1ST SEMESTER (30 ECTS)</p> <p>SUBJECT 1: International Marketing Management (compulsory subject) SUBJECT 2: Innovation I (specialisation) SUBJECT 3: Business Research Methodology (compulsory subject)</p> <p>2ND SEMESTER (30 ECTS)</p> <p>SUBJECT 1: Managing Organizational Change and Human Resources (compulsory subject) SUBJECT 2: Elective marketing SUBJECT 3: Innovation II/Entrepreneurship (specialisation)</p> <p>3RD SEMESTER (30 ECTS)</p> <p>SUBJECT 1: Innovation III/Innovation Management (specialisation) SUBJECT 2: Elective marketing 1 SUBJECT 3: Elective marketing 2</p> <p>4TH SEMESTER (30 ECTS)</p> <p>Master thesis (with focus on marketing/strategy)</p>	<p>1ST SEMESTER (30 ECTS)</p> <p>SUBJECT 1: International Marketing Management (compulsory subject) SUBJECT 2: Innovation I (specialisation) SUBJECT 3: Business Research Methodology (compulsory subject)</p> <p>2ND SEMESTER (30 ECTS)</p> <p>SUBJECT 1: Managing Organizational Change and Human Resources (compulsory subject) SUBJECT 2: Elective organisation SUBJECT 3: Innovation II/Entrepreneurship (specialisation)</p> <p>3RD SEMESTER (30 ECTS)</p> <p>SUBJECT 1: Innovation III/Innovation Management (specialisation) SUBJECT 2: Elective organisation 1 SUBJECT 3: Elective organisation 2</p> <p>4TH SEMESTER (30 ECTS)</p> <p>Master thesis (with focus on organisation/management)</p>



MSC IN ENGINEERING TECHNOLOGY BASED BUSINESS DEVELOPMENT

The Master of Science (MSc) in Engineering (Technology Based Business Development) is a research-based Master's degree programme focusing on technology management, technology implementation and organisational development.

SKILLS

With an MSc in Engineering (Technology Based Business Development) you will be able to:

- Collect, generate, understand and assess new technological knowledge, new business opportunities and new central technologies for the company through external networks.
- Implement this new knowledge in the company, thus creating new processes, new product features and new business areas.

In other words, you will be a key person when new, innovative product concepts, business concepts and business areas are developed.

MENTOR COMPANY FROM DAY ONE

The MSc in Engineering (Technology Based Business Development) offers a unique mentor programme. This means that you will be associated with a mentor company throughout the study programme. You will be working on tasks related to your studies and you will have the opportunity to try out theories, models, concepts, etc. on real problems in your mentor company. In other words, you will have plenty of opportunities to test theory in praxis during your studies.

THEORY AND PRAXIS GO HAND IN HAND

The study programme combines theory with praxis looking at business development and technology. Two days a week, you will attend lectures and tutorials at AU-IBT. The remaining three days, you will work in the mentor company on semester-related tasks or concentrate on self-studies.

SPECIALISATION AND STUDY ABROAD

The MSc in Engineering (Technology Based Business Development) provides you with the opportunity for an individual specialisation. You must choose a specialisation based on the core activities of your mentor company, your own interests and it has to be within the area technology based business development.

In 3rd semester, you can study technology and business development at a foreign university. You may also choose between courses at Danish universities or individually tailored subjects. Finally, the master thesis is six months of intensive study in the mentor company.

JOB OPPORTUNITIES

An MSc in Engineering (Technology Based Business Development) is typically employed as an innovation manager, a technical sales manager, product manager, business developer or a research and development project manager.

CENTRE FOR INNOVATION AND BUSINESS DEVELOPMENT

The MSc in Engineering (Technology Based Business Development) is part of AU-IBT's research-based Centre for Innovation and Business Development. Working closely with the surrounding business community, the centre aims at implementing education, promoting trade and using applied research in innovation and business development.

[READ MORE AT CIVIL.HIH.AU.DK](http://CIVIL.HIH.AU.DK)



STRUCTURE OF THE MASTER PROGRAMME

The prescribed duration of the study programme corresponds to 120 ECTS credits.

1ST SEMESTER

- Technology Management I (5 ECTS)
- Technology Management II (5 ECTS)
- Methods and Approaches to Technology in Enterprises (5 ECTS)
- Company Project I (10 ECTS)
- Technological Specialization I (5 ECTS)

2ND SEMESTER

- Organizing, Human Resources and Innovation (10 ECTS)
- Business Strategy, Technology and Innovation (5 ECTS)
- Company Project II (10 ECTS)
- Technological Specialization II (5 ECTS)

3RD SEMESTER

You must choose between one of the following three options:

- Studies at AU-IBT in Technology Based Business Development (25 ECTS)
- Studies at a foreign university (25 ECTS)
- Combinations with focus on courses in Technology Based Business Development (25 ECTS)

Furthermore, you must attend:

- Technological Specialization III (5 ECTS)

4TH SEMESTER

- Master thesis (30 ECTS)

ENTRANCE REQUIREMENTS

To enter the programme, a bachelor level in engineering or a technical bachelor degree with a minimum of 15 ECTS in business development or innovation is required.

Non-native speakers of English are required to provide evidence of their English language proficiency (equivalent to a paper-based TOEFL score of 560 for example).

THE STUDY PROGRAMME

The MSc in Engineering (Technology Based Business Development) has a duration of two years and is part of Aarhus University's research unit Centre for Innovation and Business Development.

Student intakes are in September and February respectively. Teaching is in English and takes place at Aarhus University, Institute of Business and Technology (AU-IBT) in Herning.

WORK METHODS

Teaching at AU-IBT combines theory and praxis. Teaching is conducted as traditional tutorials, team work, self-studies, lab-experiments, empirical investigations using observation and interviews.

MENTOR COMPANIES

The mentor companies comprise companies from all sectors – public as well as private companies, small and large. For instance, AU-IBT cooperates with companies within clean tech, services, IT, manufacturing and public services.



Aarhus University, Institute of Business and Technology is a unique educational institution offering study programmes in engineering, business economics, international communication as well as management at the same institution. Education at a high level and close interaction with the business community combined with research and development generate economic growth and an innovative focus for the benefit of both students and the business community in Central and Western Jutland.

AU-IBT is recognised of having the best entrepreneurial study programme in Denmark and has won several prizes for its innovative focus. AU-IBT was also elected the most innovative public company in the very first Danish Innovation Cup challenge.

With more than 2,000 students (about one half as full-time students and the other half as part-time students), AU-IBT is considered the knowledge engine of Central and Western Jutland.

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