Minor in European Business Studies

Description

The Minor Concept

A minor gives you the opportunity of having a second specialization in your degree. The minor is a bundle of three to four electives that can be chosen separately but if chosen together rewards a minor.

Purpose

The ability to do business in, from and outside Europe is crucial for European companies' competitiveness. Operating and orchestrating activities in and across boundaries, whether political, economic, lingual, or cultural is everyday practice for most companies.

No business is an island. Internationalization of firms depends to a wide extent on the ability to interact and strategize within and across national boundaries and different types of organizations. Today, formal European institutional boundaries are established in the framework of the European Union, EU. One of EU's aims is to facilitate competitiveness, interaction and knowledge flows across member states.

In the EB programme, focus has been on the European/international context and the fact that integration in the global world starts in Europe.

Business partly constitutes and is partly a product of the surrounding society: Communication across institutional frameworks – formal as well as informal ones (e.g. culture) is a huge task for consolidating firms' international engagement. Therefore there is a need to understand the drivers of such process from a firm level/management perspective as well as from an institutional perspective – beyond the firm and beyond the BA level offered by the EB programme.

Therefore this Minor looks into the organizational and institutional challenges of conduction business in and from Europe. And offers an advanced take on European Business and Politics,

Prior knowledge of the European Union and business is required and the student should be interested in working with inter-disciplinarity – business, language, communication, politics, etc.

Student requirements

The Minor as well as the individual courses are open to all students enrolled in CBS's MA IBC.The below three courses (total 22.5 ECTS) are required for obtaining a Minor in European Business.

The Minior in European Business is open to students from other study programmes.

We expect the students to be well acquainted with the European Union and its institutions.

Structure

The below table lists the structure and the ECTS credits of the individual courses. The course descriptions are available in the online course catalogue. Direct links are inserted in the below table.

Course	ECTS
International Strategic Management	7.5
Cross-Cultural Management	7.5
Advanced European Business and Politics: A Case-Based Approach	7.5

Content

See Purpose

Examinations

Exam name	Exam form	Gradingscale	Internal/external exam	ECTS
International Strategic Management	Written sit-in exam on CBS' computers	7-point grading scale	Internal exam	7.5
Cross-Cultural Management	Oral exam based on written product	7-point grading scale	External exam	7.5
Advanced European Business and Politics: A Case-Based Approach	Home assignment - written product	7-point grading scale	Internal exam	7.5

Further info

Minor coordinator

Simon Ulrik Kragh, Department of International Business Communication

Study Board

MA in International Business Communication.

How to sign up

The minor is only for students enrolled in 2019 or earlier.

If you want to sign up for the Minor in European Business Studies, you have to select CIBCM1001U Minor: European Business Studies when you sign up for electives. You will then subsequently be signed up for all three courses. You do not have to select all three courses individually.