Minor in Data, Marketing and Management

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. In order to gain the minor certificate on *Data, Marketing and Management* the bundle of the three courses has to be taken.

Purpose

Most larger organizations, whether in the public or the private sector, engage in efforts to innovate and transform their operations through digital solutions and data-driven processes. To understand the challenges and opportunities for the increasingly digital organization, candidates require rich insights into processes of data retrieval, analysis, and application, as well as a solid understanding of the impact of digitalization on the nature of work.

Candidates with this profile are developing competences fit to use in work as project manager, IT and management consultancy, project leads in marketing and data analysis, as well as CIOs, CDOs, etc. in small, medium-sized, or larger organizations.

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
Concepts in Social Data Analytics (T)	7.5
Digital Marketing Strategy and Technology (B)	7.5
Digital Transformation of Work (B)	7.5

Content

This minor brings together three courses that address emergent technical and business issues of relevance for organizations focusing on how to develop their analytical proficiency in the use of data and data analysis for understanding and developing their position within increasingly dynamic market structures. At the same time, the minor focuses on understanding and sustainably managing

challenges and opportunities presented by digital technologies in terms of their impact on labor, new forms of work, and leadership.

In this minor students study both the theoretical bases and strategic skills needed to engage in digital transformation efforts in organizational settings. These competencies build on insights from technical and operational approaches to digital technologies and data, combining them with core business and management subjects.

Examinations

The minor consists of the examinations listed below. The learning objectives and the regulations of the individual examinations are prescribed in the online course catalogue. Direct links to the individual examinations are inserted in the table below.

Exam name	Exam form	Gradingscale	Internal/external exam	ECTS
Concepts in Social Data Analytics	Home assignment - written product	7-point grading scale	Internal exam	7.5
Digital Marketing Strategy and Technology	Home assignment - written product	7-point grading scale	Internal exam	7.5
Digital Transformation of Work	Home assignment - written product	7-point grading scale	Internal exam	7.5

Prerequisites for registering for the exam – compulsory activities

The following courses have compulsory assignments or requirements about active class participation. Further specifications and regulations are listed in the relevant course description in the online course catalogue, see the below link(s).

Course	Number of mandatory activities
Digital Marketing Strategy and Technology (B)	1

Further information

Minor Coordinator:

Mads Bødker, line coordinator for MSc Ebusiness, Department of Digitalization

Study Board

The minor in *Data, Marketing and Management* is offered by the Business IT Study Board for BSc and MSc in Business Administration and Information Systems, MSc in Business Administration and Ebusiness, and MSc in Business Administration and Data Science.

How to sign up

The minor is offered to all CBS students. You can see in the positive-negative list on my.cbs, if your study board approves the minor.

If you like to sign up for the Minor in *Data, Marketing and Management*, you have to select CBUSM2001U 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.

CBUSV2201U - *Concepts in Social Data Analytics* is an elective (T course for students at Ebusiness)

CBUSV2034U *Digital Marketing Strategy and Technology* is an elective (B course for students at Ebusiness)

CBUSV1706U - *Digital Transformation of Work* is an elective (B course for students at Ebusiness)