

MSc IN ECONOMICS AND BUSINESS ADMIN. – MARKETING AND BUSINESS INNOVATION*

MARKET ADVANTAGE THROUGH INNOVATION



I chose this study programme because I felt I needed more knowledge of strategy and business development. I worked on developing MobilePay, a mobile payment solution that is one of Danske Bank's most innovative projects. It was a very positive experience from the start to see how well the innovation management theories taught at university were applied in our project. The Marketing and Business Innovation programme gave me a solid background which supports my current role in Danske Bank.

DIANA POULSEN

MSc in Marketing and Business Innovation

Business Developer, Danske Bank, Corporate Solutions

The MSc programme in Marketing and Business Innovation is designed to train the managers of the future to excel in the business world of tomorrow. You will graduate from the programme trained to evaluate the market potential of new products and services, to assess the impact of new innovations, to create and apply strategies related to innovation, to increase creativity and to effectively manage knowledge within an organisation.

ENHANCED LEARNING

At the Department of Business Development and Technology (BTECH), our focus is on applied research. Students participate in BTECH's mentorship programme, an initiative that links academic study to the professional world and will enhance your ability to transform theoretical knowledge into practical solutions in the workplace.

STUDENT LIFE

In Marketing and Business Innovation, students study at the Department of Business Development and Technology, which is located in Herning in central Jutland. This campus is known for promoting interaction between its different degree programmes on a continuous basis – an asset valuable to students preparing to enter the international and interdisciplinary business world.

With only 1,800 students, the Department of Business Development and Technology is small. Students become part of a vibrant, close-knit community of students and teachers.

There are many extra-curricular options at the department, including a Danish favourite – the weekly Friday bar – as well as a student house, a fitness room, and options to join a variety of committees.

CAREERS

Graduates from the Marketing and Business Innovation programme are ready to handle business administration issues in public and private companies and organisations. Previous graduates have found jobs as analysts, consultants, project managers, or in sales, marketing, advertising, accounting or IT departments in a wide range of companies. They are working with strategy, management, product development and innovation, in logistics and supply networks, marketing departments and in production facilities. Several have started their own businesses.



PLACE OF STUDY

Herning

ANNUAL TUITION FEE

EU/EEA/Swiss citizens: FREE

Others: EUR 10,000

WWW

masters.au.dk/marketingandbusinessinnovation



SCHOOL OF BUSINESS AND SOCIAL SCIENCES
AARHUS UNIVERSITY

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1 ST SEMESTER	2 ND SEMESTER	3 RD SEMESTER	4 TH SEMESTER
International Marketing Management	Business Innovation – Knowledge, Learning and Entrepreneurship	Elective Courses (e.g. Company Project)	THESIS
Business Research Methodology	Marketing and Globalisation	Internship	
Innovation Management	Strategy Synthesis	Study Abroad	
	Leading Organisational Change	AU Summer University	
30 ECTS	30 ECTS	30 ECTS	30 ECTS

AARHUS BSS

Aarhus BSS (School of Business and Social Sciences) is one of Aarhus University's four faculties. With approximately 14,000 full-time students, several thousand part-time students, more than 270 PhD students and more than 570 faculty members, Aarhus BSS ranks among the largest business schools in Europe and is Denmark's biggest business and social sciences unit at university level. Building on its broad academic base, it encompasses both traditional business and social science disciplines.

LEARNING IN AN INTERNATIONAL CONTEXT

At Aarhus BSS, we conduct research and teaching at the highest academic level. We are dedicated to imparting to our students exactly the knowledge, skills and experience that are in demand – the skills that are essential for engaging in professional business activities in a global marketplace.

Our broad scope enables us to attract researchers, lecturers and students from all over the world. With their help, we have built an international environment in which academic and cultural views are exchanged, experiences gathered, and friendships formed.

Our students are encouraged to take a semester abroad at one of Aarhus BSS's approximately 300 partner universities around the world. Studying abroad is an excellent opportunity for you to expand your horizon academically, culturally and personally, and for you to acquire valuable international experience and qualifications that are in high demand in companies and organisations everywhere.



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