

Oplysninger fra CVR

CVR-nummer

31119103

Virksomhedens navn

Aarhus Universitet

Virksomhedens adresse

Nordre Ringgade 1, 8000 Aarhus C

0. Ansøgningens type

Der ansøges om

- ☐ Ansøgningsskema 1 bacheloruddannelse 180 ECTS-point
- ☐ Ansøgningsskema 2 kandidatuddannelse 120 ECTS-point
- ☒ Ansøgningsskema 3 kandidatuddannelse 75 ECTS-point
- ☐ Ansøgningsskema 4 erhvervskandidatuddannelse 75-120 ECTS-point
- ☐ Ansøgningsskema 5 erhvervskandidatuddannelse som kombinationsuddannelse (1+2) 120 ECTS-point
- ☐ Ansøgningsskema 6 erhvervskandidatuddannelse som kombinationsuddannelse 75-120 ECTS-point

Ansøgningsrunde

2026-2

1. Grundoplysninger for uddannelsen

Navn på institution

Aarhus Universitet

Udbudsted

8000 Aarhus C

Bynavn

Aarhus C

Angiv evt. supplerende bynavn

Uddannelsestype

Kandidat

Fagbetegnelse dansk

Kandidatuddannelsen i erhvervsøkonomi ([cand.merc.](#))

Fagbetegnelse engelsk

Economics and Business Administration ([cand.merc.](#))

Betegnelse dansk (titel)

Kandidat i erhvervsøkonomi ([cand.merc.](#))

Betegnelse engelsk (titel)

Master of Science (MSc) in Economics and Business Administration ([cand.merc.](#))

Hvilket hovedområde hører uddannelsen under?

Samfundsvidenskab

Vælg undervisningssprog

- ☐ Dansk
- ☒ Engelsk

Forslag til censorkorps. Angiv hvilket censorkorps, som institutionen ønsker at knytte til uddannelsen

Det erhvervsøkonomiske censorkorps

Hvilke adgangskrav gælder til uddannelsen?

Ansøgere med krav på optagelse (retskrav):

- Bacheloruddannelsen i Erhvervsøkonomi, HA fra Aarhus Universitet

- Bacheloruddannelsen i Economics and Business Administration, BSc fra Aarhus Universitet

Retskrevet gælder både studerende, der har ovenstående bacheloruddannelse fra Aarhus BSS i Aarhus og i Herning.

Dimittender fra HA almen/BSc fra Aarhus Universitet har en bred erhvervsøkonomisk forståelse, som giver dem forudsætningerne for at vælge en hvilken som helst [cand.merc.](#)-specialisering (både i Aarhus og i Herning). Retskrevsansøgere er garanteret, at de kan følge den specialisering de ønsker.

Direkte adgangsgivende uddannelser:

- Bacheloruddannelsen i Erhvervsøkonomi, HA, fra Aarhus Universitet
- Bacheloruddannelsen i Economics and Business Administration, BSc fra Aarhus Universitet
- Bacheloruddannelse i Erhvervsøkonomi med tilvalg, studieordning 2017 og frem, fra Aarhus Universitet
- Bacheloruddannelse i Erhvervsøkonomi, HA (HA almen) fra enten Copenhagen Business School, Syd-dansk Universitet, Aalborg Universitet, Roskilde Universitet eller Grønlands Universitet.

Andre uddannelser, der kan give adgang:

Ansøger kan få adgang til kandidatuddannelsen, såfremt universitetet vurderer, at den adgangsgivende uddannelse har et niveau, omfang og indhold, som svarer til de faglige krav, der angives herunder

Ansøgere kan opfylde adgangskravet med en anden uddannelse, hvis ansøger har følgende fagområder:

- 80 ECTS inden for det erhvervsøkonomiske fagområde, heraf mindst:
 - o 15 ECTS metode

- Heraf 10 ECTS inden for kvantitativ metode eller statistik

- Maksimalt 5 ECTS inden for matematik

- o Marketing (7,5 ECTS)
- o Finansiering (7,5 ECTS)
- o Regnskab (7,5 ECTS)
- o Ledelses- og Organisationsteori (7,5 ECTS)
- o Mikroøkonomi (5 ECTS)
- o Operations Management (5 ECTS)

Hvis ansøger har en bacheloruddannelse i erhvervsøkonomi-erhvervsret (HA(jur.)) fra Aarhus Universitet med studiestart september 2014 eller senere, skal ansøger sammenlagt have bestået 10 ECTS inden for nedenstående erhvervsøkonomiske fag:

- Supply Chain Management and Sustainability - 5 ECTS
- Investments and Corporate Finance - 10 ECTS
- Investments - 5 ECTS
- Corporate Finance - 5 ECTS
- Introduction to Empirical Economics – 10 ECTS
- Regnskabsanalyse og værdiansættelse - 10 ECTS
- Privatøkonomi - 5 ECTS
- Behavioural Finance – 5 ECTS
- Entrepreneurship and Business Planning – 10 ECTS
- Behavioural Economics – 10 ECTS
- The Economics of Strategic Decision Making 5 ECTS
- Decision Analysis – 5 ECTS
- Financial Statement Analysis – 5 ECTS

Hvis ansøger har en Professionsbachelor i finans fra Erhvervs-akademi Aarhus, skal ansøger have én af følgende kombinationer for at opfylde adgangskravene:

Brancheretning:

Revision og Økonomistyring ("Studieretning A: Økonomistyring eksternt regnskab" og "Studieretning B: Strategisk økonomistyring") med følgende valgfag:

- Kvantitativ metode: 10 ECTS
- Finansielle investeringsstrategier: 5 ECTS
- Operations Management: 5 ECTS

Brancheretning:

Finansielle forretninger ("Studieretning A: Finansielle forretninger" og "Studieretning B: Finansielle forretninger") med følgende valgfag:

- Kvantitativ metode: 10 ECTS
- Finansielle investeringsstrategier: 5 ECTS
- Operations Management: 5 ECTS

Hvis ansøger har en uddannelse som Markedsføringsøkonom i kombination med en Professionsbachelor i international handel og markedsføring fra Erhvervsakademi Aarhus, skal ansøger have bestået følgende valgfag:

BSS meritmodul (indeholdende Metode 5 ECTS, Finansiering 5 ECTS og Operations Management 5 ECTS) (samlet ECTS-krav 15 ECTS).

For ansøgere med en af de ovennævnte professionsbacheloruddannelser fra et andet erhvervsakademi vil det blive vurderet, om valgfagene svarer til ovenstående valgfag.

Sprogkrav:

Ansøger skal kunne dokumentere engelsk kvalifikation svarende til dansk gymnasialt B-niveau.

Beskriv uddannelsens formål og erhvervssigte

Uddannelsens formål:

[Cand.merc.](#) i erhvervsøkonomi (75 ECTS) er en forskningsbaseret videregående kandidatuddannelse, der bygger videre på de kompetencer og færdigheder, den studerende har opnået på en relevant bacheloruddannelse i erhvervsøkonomi. Uddannelsen giver et teoretisk og metodisk fundament inden for centrale erhvervsøkonomiske discipliner og kvalificerer kandidater til at analysere, forstå og løse komplekse og uforudsigelige forretningsmæssige problemstillinger i både private og offentlige organisationer.

Uddannelsen giver de studerende mulighed for at specialisere sig inden for et erhvervsøkonomisk fagområde og opnå dyb indsigt i et bestemt erhvervsøkonomisk fagområde, herunder fx økonomiske teorier, markedsforhold og strategisk virksomhedsledelse. Gennem specialiseringen tilegner de studerende sig avanceret viden og analytiske kompetencer, som gør dem i stand til at træffe kvalificerede beslutninger, udvikle løsninger på tværs af organisatoriske funktioner og bidrage til værdiskabelse i en kompleks og foranderlig omverden.

Uddannelsen lægger vægt på anvendelsesorienteret læring, hvor teori kobles til praksis gennem cases, dataanalyse, projektarbejde og refleksion over erhvervsøkonomiske problemstillinger. De studerende inddrages aktivt i undervisningen, og uddannelsen understøtter udviklingen af både faglige, analytiske og professionelle kompetencer, herunder evnen til at tage ansvar og indgå i faglig dialog om løsninger med organisatoriske og samfundsmæssige konsekvenser.

Kompetenceprofil:

Den forskningsbaserede kandidatuddannelse i erhvervsøkonomi ([cand.merc.](#)) bygger på de kompetencer og den viden, som den studerende har opnået på den brede erhvervsøkonomiske bacheloruddannelse (HA almen).

Gennem uddannelsen har den studerende opnået specialiseret viden inden for uddannelsens fagområder, der kvalificerer dimittenden til på højt videnskabeligt niveau at udarbejde løsninger på erhvervsøkonomiske problemstillinger i private og offentlige virksomheder og organisationer.

Generelle kvalifikationer

Kandidatuddannelsen i erhvervsøkonomi ([cand.merc.](#))

giver den studerende:

Viden

som inden for det erhvervsøkonomiske fagområde er baseret på internationalt anerkendt forskning. Kandidaten kan forstå og på et solidt videnskabeligt grundlag reflektere over denne viden samt identificere relevante praktiske og videnskabelige problemstillinger. Det betyder, at den færdiguddannede kandidat har opnået:

- et overordnet kendskab til og forståelse for erhvervsøkonomiens grundlæggende karakteristika og grundprincipper på tværs af erhvervsøkonomiske discipliner
- en indgående og fagspecifik forståelse af centrale begreber og teorier inden for den valgte erhvervsøkonomiske specialisering
- en indgående viden om de videnskabelige metoder og værktøjer inden for de forskellige erhvervsøkonomiske discipliner
- en forståelse af de antagelser, der ligger til grund for specifikke koncepter, teorier, metoder og værktøjer
- en vis viden om de videnskabelige metoder inden for specialiseringens fagområde
- en evne til at reflektere over de forskellige begrænsninger og implikationer ved den opnåede viden.

Færdigheder

som inden for det erhvervsøkonomiske område tager udgangspunkt i en metodisk bevidsthed og sikkerhed. Den færdiguddannede kandidat er dermed i stand til selvstændigt og systematisk at:

- identificere komplekse problemstillinger og kontekster inden for det erhvervsøkonomiske fagområde
- analysere komplekse erhvervsøkonomiske problemstillinger ved hjælp af relevante praktiske og videnskabelige kilder
- argumentere på et højt fagligt niveau og reflektere kritisk over beslutningsvalg og mulige løsningsmodeller og herefter foretage et kvalificeret valg mellem erhvervsøkonomiske løsningsmodeller
- inddrage samfundsmæssige spørgsmål i løsningen af erhvervsøkonomiske problemstillinger og tage højde for virksomhedens samfundsmæssige kontekst ved valget mellem løsningsmodeller
- foreslå relevante og akademisk velfunderede løsningsforslag og beslutninger
- formidle og formulere specialiserede problemstillinger i et klart, præcist og forståeligt sprog, skriftligt såvel som mundtligt
- diskutere professionelle og videnskabelige problemstillinger med både fagfæller og ikke-specialister.

Kompetencer

som inden for det erhvervsøkonomiske område tager udgangspunkt i evnen til at arbejde målrettet og systematisk på tværs af erhvervsøkonomiske discipliner og styre komplekse og uforudsigelige arbejdsituationer, som forudsætter nye løsningsmodeller. Det betyder, at den færdiguddannede kandidat er i stand til at:

- arbejde selvstændigt og systematisk såvel individuelt som i samarbejde med andre
- sætte sig hurtigt ind i nye og komplekse erhvervsøkonomiske problemstillinger
- planlægge, styre og færdiggøre en systematisk indsamling, styring og formidling af eksisterende viden inden for forskellige erhvervsøkonomiske discipliner
- planlægge, styre og gennemføre empiriske undersøgelser på et fagligt højt niveau og på en professionelt ansvarlig måde, alene eller i samarbejde med andre med henblik på at etablere ny viden inden for forskellige fagområder og at afdække komplekse problemstillinger
- argumentere selvstændigt, analytisk, reflekterende og kritisk på et højt akademisk niveau
- selvstændigt tage ansvar for egen faglige udvikling og specialisering.

Uddannelsens erhvervssigte:

Dimittenderne har en bred erhvervsøkonomisk forståelse fra deres bacheloruddannelse, og specialiserer sig inden for et bestemt erhvervsøkonomisk område på kandidaten. Analyser viser, at dimittender ofte får deres første job på baggrund af deres specialisering, men at de senere også trækker på de

brede erhvervsøkonomiske færdigheder og kompetencer, de har fra deres bacheloruddannelse. Kandidaterne kvalificeres til stillinger inden for økonomi, finans, regnskab, marketing, strategi, projektledelse, HR, forretningsudvikling og beslægtede områder, afhængigt af deres valgte specialisering. Dimittender vil typisk kunne finde beskæftigelse som analytikere, konsulenter, projektledere, mellemledere eller specialister i både private virksomheder, offentlige institutioner, organisationer og rådgivningshuse. Uddannelsen giver et stærkt grundlag for at arbejde med strategisk planlægning, økonomistyring, markedsanalyse, organisatorisk udvikling og andre centrale erhvervsøkonomiske funktioner, og kandidaterne vil være i stand til at håndtere komplekse arbejds- og udviklingssituationer og bidrage til løsninger, der tager højde for både organisatoriske, etiske og samfundsmæssige hensyn.

Angiv hvilken struktur og konstituerende faglige elementer uddannelsen består af.

Kvartalsstrukturen er valgt med henblik på at sikre faglig kvalitet, progression og optimale studievilkår.

Uddannelsen har følgende tolv specialiseringer:

- Business Intelligence (udbydes i Aarhus)
- Business Sustainability (udbydes i Herning, se særskilt ansøgning)
- Digital Business (udbydes i Aarhus)
- Finance and International Business (udbydes i Aar-hus)
- Finance (udbydes i Aarhus)
- International Business (udbydes i Aarhus)
- International Economic Consulting (udbydes i Aar-hus)
- Management Accounting and Control (udbydes i Aarhus)
- Marketing (udbydes i Aarhus)
- Operations and Supply Chain Analytics (udbydes i Aarhus)
- Commercial and Retail Management (udbydes i Aarhus)
- Strategic Management (udbydes i Aarhus)

Retskravsansøgere er garanteret, at de kan følge den spe-cialisering de ønsker.

Strukturen for alle specialiseringer er som følger:

1. kvartal:

7,5 ECTS obligatorisk fag

7,5 ECTS obligatorisk fag

2. kvartal:

7,5 ECTS obligatorisk fag

7,5 ECTS obligatorisk fag

3. kvartal:

7,5 ECTS obligatorisk fag

7,5 ECTS obligatorisk fag

4. kvartal:

7,5 ECTS valgfag

Der kan vælges mellem valgfag specifikt til en eller få specialiseringer, eller forudsætnings-frie valgfag. Stud-rende skal vælge to valgfag ud af forventeligt 4-5 valgfag pr. specialisering.

7,5 ECTS valgfag

Der kan vælges mellem valgfag specifikt til en eller få specialiseringer, eller forudsætnings-frie valgfag. Studerende skal vælge to valgfag ud af forventeligt 4-5 valgfag pr. specialisering.

5. kvartal:

15 ECTS afsluttende hovedopgave

Kvartalsstrukturen understøtter et fokuseret og engagerende undervisnings- og eksamensforløb fordelt over fire perioder: september-oktober, november-december, januar-februar og marts-maj. Det afsluttende kvartal (juni-august) anvendes til vejledning, skrivning og forsvar af den afsluttende hoved-opgave samt afvikling af evt. tredje eksamensforsøg for fag, der ikke er bestået i 1. eller 2. forsøg.

Der er tale om et forløb, der afsluttes med eksamen i umid-delbar forlængelse af undervisningen og hvor der forventes høj studieintensitet, blandt andet via flere forudsætningsak-tiviteter og flere holdtimer. Høj studieintensitet forventes at understøtte de studerendes læring.

I de enkelte fag og på specialiseringerne som helhed vil der blive arbejdet målrettet mod at sikre relevant praksisinddra-gelse gennem gæsteforelæsere, case-arbejde, virksom-hedsbesøg mm. Specialiseringerne bygger ovenpå de er-hvervsøkonomiske grunddiscipliner, som de studerende har med fra deres adgangsgivende bacheloruddannelse.

Se bilag 1 for kassogrammer og beskrivelserne af fagene for de enkelte specialiseringer.

Angiv antal ECTS-point for hele uddannelsen

75

2. Øvrige krav til ansøgningen

Kort beskrivelse af hvordan aftagere og øvrige relevante interessenter er inddraget i processen omkring udvikling af uddannelsen.

Fakultetet har gennemført en omfattende og systematisk dialog med virksomheder, blandt andet på et stormøde med repræsentanter fra 20 virksomheder, organisationer, region og kommuner, samt gennem individuelle drøftelser med flere store arbejdsgivere og erhvervsorganisationer. Derudover er nedenstående inddraget:

Inddragelse af uddannelsens aftagerpanel, via møder afholdt 21. februar 2023, 27. februar 2024, 10. marts 2025 og 8. april 2026. På de første to møder har der været indledende drøftelser, mens de sidste to møder har fokuseret på hvilke elementer, der ønskes på de 1-årige [cand.merc.](#)-specialiseringer, hvordan der fortsat sikres en stærk kobling mellem uddannelsen, de studerende og aftagerne, generel praksisinddragelse, samt forventninger til kvalitetsløftet. Det er også blevet drøftet hvordan der forventningsafstemmes med aftagerne i forhold til brugen af studiejobs, da studerende på de 1-årige uddannelser har et fokuseret studieforløb.

Studiemiljø og internationale studerende, herunder hvorfra og hvor mange, der er hensigtsmæssige på uddannelsen, er også blevet drøftet med aftagerne. Aftagerpanelet har bl.a. udtrykt bekymring for de studerendes manglende praksisfaring, da der ikke er mulighed for projektorienteret forløb. Dette søges imødekommet ved fokus på praksisinddragelse, gæsteforelæsninger og cases m.v.

Specialiseringernes advisory boards er også løbende blevet inddraget, senest i foråret 2026. På disse møder er der fx blevet drøftet konkrete tiltag, ønsker og forventningsafstemning, flere steder helt ned på fagniveau.

Undervisere og studerende har været centrale aktører ind i studienævnets arbejde med uddannelsen. Dertil har nuværende studerende, alumner og aftagervirksomheder givet input til arbejdet med de enkelte specialiseringer.

Generelt har der i inddragelsen af uddannelsens interesser blandt andet været fokuseret på og drøftet uddannelsens struktur, kompetenceprofilen og det faglige indhold, herunder både obligatoriske elementer og valgfag, kvalitetsløft, antal lektioner, studiemiljø og muligheder for praksisinddragelse fremover.

CBS, AAU, SDU og RUC er blevet orienteret om den kommende 75 ECTS [cand.merc.](#) på Aarhus BSS og har haft mulighed for at fremsende eventuelle kommentarer hertil. Der er i den forbindelse ikke fremkommet indvendinger mod forslaget.

Se vedlagte bilag for kommentarer.

3. Baggrundsoplysninger til brug for sagsbehandling

Henvisning til evt. tidligere godkendt heltidsuddannelse og dennes takstindplacering

Ansøgningen har afsæt i tidligere godkendt engelsksproget kandidatuddannelse i erhvervsøkonomi ved Aarhus BSS.

Forslag til takstindplacering

Heltidstakst 1

Begrundelse for takstindplacering

Uddannelsen placerer sig inden for det samfundsvidenskabelige hovedområde og ønskes derfor placeret i takstgruppe 1.

Beskriv ligheder og forskelle til beslægtede uddannelser, herunder beskæftigelse og eventuel dimensionering

[Cand.merc.](#)-specialiseringer på 75 ECTS ligger, som de øvrige erhvervsøkonomiske uddannelser på Aarhus BSS, inden for det klassiske erhvervsøkonomiske felt. Aarhus BSS vil fordele pladserne mellem den eksisterende 120 ECTS uddannelse og den nye 75 ECTS uddannelse. Der tilføres sammenlagt ikke nye pladser til [cand.merc.](#) udbuddet.

Flere af specialiseringer kan have et fagligt sammenfald med [cand.merc.](#)-specialiseringer udbudt på CBS, SDU og AAU (fx Finance og Marketing), mens andre retninger kun udbydes på Aarhus BSS (fx Commercial and Retail Management). Aarhus BSS' egne HA-dimittender vælger i høj grad (~90%) at bruge deres retskrav i Aarhus, hvorfor et eventuelt fagligt sammenfald med andre [cand.merc.](#)-specialiseringer udbudt andre steder ikke vurderes at være en udfordring.

Ledighed efter 4.-7. kv. (seneste opgjorte dimittendårgang er 2023) for de beslægtede uddannelser (kandidatuddannelsen i erhvervsøkonomi) ligger generelt meget lavt:

AU: 3,5 %, CBS: 2,2 %, SDU: 5,5 % og AAU 7,8 %.

Vælg forventet opstartsår

2028

Angiv forventet optag på uddannelsen det første år

719

Angiv forventet optag på uddannelsen det andet år

719

Angiv det forventede optag på uddannelsen det tredje år

719

Øvrige bemærkninger til ansøgningen?

☒ ★Det bekræftes hermed at ansøgningen er godkendt af rektor

Navn på kontaktperson

Merethe Haugaard

Kontaktpersons e-mail

Uddannelseskvalitet@au.dk

Kontaktpersonens telefonnummer

24765089

Vedhæft samlet PDF-fil

Bilag cand merc Aarhus.pdf

3.18 MB

Uddannelses- og Forskningsstyrelsen
Haraldsgade 53
2100 København Ø

Ansøgning om godkendelse af nye uddannelser – 15. september 2026

Hermed godkendes, at Aarhus Universitet fremsender ansøgninger om godkendelse af nye uddannelser til fristen d. 15. september 2026. Det drejer sig om følgende uddannelser:

- Diplomingeniøruddannelsen i landbrugssystemer, Tech
- Civilingeniøruddannelsen i Fødevareteknologi, Tech
- Kombinationserhvervskandidatuddannelsen i Fødevareteknologi (1+2), Tech
- Kandidatuddannelsen i Erhvervsøkonomi, Aarhus, 1-årig, BSS
- Kandidatuddannelsen i Erhvervsøkonomi, Herning, 1-årig, BSS
- Diplomingeniøruddannelsen i global ledelse og design af produktionsnetværk, BSS
- Kandidatuddannelsen i Translationel medicin, Helth
- Kandidatuddannelsen i Datadrevet sundhedsledelse, 1-årig, Health

Aarhus Universitet står gerne til rådighed med yderligere oplysninger.

Venlig hilsen



Berit Eika

Prorektor

Rektoratet

Berit Eika
Prorektor

Dato: 9. september 2026

E-mail: BE@au.dk

Afs. CVR-nr.: 31119103

Side 1/1

Kassogrammer og beskrivelser af fag på de enkelte cand.merc.-specialiseringer - Aarhus

Nedenstående titler og beskrivelser kan ændre sig lidt i forbindelse med den videre udvikling af fag og kursusbeskrivelser.

Business Intelligence

1. kvartal	Data and Visualisation in BI	Applied Machine Learning
2. kvartal	Strategic Business Intelligence and AI	Behavioral Data Analytics
3. kvartal	Deep Learning and Generative AI	Model Deployment and Forecasting
4. kvartal	7,5 ECTS valgfag	7,5 ECTS valgfag
5. kvartal	15 ECTS afsluttende hovedopgave	

Data and Visualisation in BI (obligatorisk fag, 7,5 ECTS)

This course develops competencies in data preparation, transformation, and visual communication. Students learn to structure messy data into analysis-ready formats. It covers principles of effective data visualisation and dashboard design. Analytical results are translated into compelling narratives for decision-makers. The course emphasises clarity, interpretability, and business relevance.

Applied Machine Learning (obligatorisk fag, 7,5 ECTS)

This course offers hands-on training in core machine learning methods for business applications. Students work with supervised and unsupervised algorithms for prediction and segmentation. Emphasis is placed on model validation, feature engineering, and performance evaluation. Practical coding exercises connect theory to real datasets. The course prepares students to design and assess robust predictive solutions.

Strategic Business Intelligence and AI (obligatorisk fag, 7,5 ECTS)

This course examines how business intelligence and artificial intelligence support strategic decision-making in organisations. Students learn to connect data capabilities with competitive advantage and value creation. The course integrates analytical tools with strategic frameworks and managerial thinking. It explores how AI reshapes industries, processes, and governance structures. Emphasis is placed on translating technical insight into executive-level impact.

Behavioural Data Analytics (obligatorisk fag, 7,5 ECTS)

This course focuses on analysing behavioural data to understand decision patterns and user interactions. Students apply statistical and machine learning techniques to customer and organisational datasets. The course links behavioural theory with quantitative modelling approaches. Real-world cases illustrate how data can inform interventions and strategy. The aim is to generate actionable insights grounded in behavioural evidence.

Deep Learning and Generative AI (obligatorisk fag, 7,5 ECTS)

This course provides a rigorous introduction to deep neural networks and modern generative AI models. Students work with architectures such as convolutional networks, transformers, and large language models. The focus is on modelling complex data types including text, images, and sequences. Practical implementation and experimentation are central components.

Model Deployment and Forecasting (obligatorisk fag, 7,5 ECTS)

This course bridges predictive modelling and operational implementation. Students learn time-series forecasting techniques for business planning and decision support. It covers best practices for deploying, monitoring, and maintaining models in production environments. Automation,

reproducibility, and scalability are key themes. The course ensures that analytical models create sustained organisational value.

Valgfag (15 ECTS)

Studerende skal have to valgfag á 7,5 ECTS. Der kan vælges mellem en række linjespecifikke valgfag og forudsætningsfrie valgfag.

Afsluttende hovedopgave (15 ECTS)

Den afsluttende hovedopgave udgør specialiseringens sidste element. Med afsæt i specialiseringens faglige, teoretiske og metodiske elementer demonstrerer den studerende evnen til selvstændigt at identificere, beskrive, afgrænse, analysere og løse en relevant problemstilling inden for uddannelsens område. Den afsluttende hovedopgave består af en skriftlig opgave, som efterfølges af et mundtligt forsvar.

Digital Business

1. kvartal	Digital Literacy	Complexity in Digital Business
2. kvartal	Business Analytics	Future of Work and Organising
3. kvartal	Digital Innovation Management	Platform Economics
4. kvartal	7,5 ECTS valgfag	7,5 ECTS valgfag
5. kvartal	15 ECTS afsluttende hovedopgave	

Digital Literacy (obligatorisk fag, 7,5 ECTS)

This course develops the technological foundation required for understanding and working with contemporary digital technologies. Students gain practical familiarity with coding, data structures, digital architectures (and AI-based tools) while learning how these technologies enable and constrain digital business strategy and operations. Through hands-on exercises such as simple coding tasks, data manipulation, and experimentation with digital tools, students develop the ability to critically evaluate new technological developments and translate technological possibilities into organisational and managerial contexts. The course equips students with the technical literacy required to engage productively with both technical specialists and managerial stakeholders.

Complexity in Digital Business (obligatorisk fag, 7,5 ECTS)

Digital business often operate in complex and rapidly evolving environments characterised by uncertainty, interdependence, and emergent outcomes. This course introduces theoretical perspectives from complexity science and complex adaptive systems to analyse digital business landscapes. Students learn how organisations navigate digital landscapes through experimentation, adaptation, and feedback. The course includes analytical methods such as modelling, simulation, and system dynamics to explore how digital architectures, business processes, and ecosystems co-evolve. Through modelling exercises and case-based experimentation, students develop the ability to analyse and manage complexity in digital business initiatives.

Future of Work and Organising (obligatorisk fag, 7,5 ECTS)

Digital technologies are reshaping how work is organised, coordinated, and governed within and across organisations. This course examines emerging forms of organising enabled by digital platforms, artificial intelligence, algorithmic management, and distributed collaboration technologies. Students analyse how digitalisation transforms organisational roles, structures, and decision-making processes,

as well as the implications for skills, leadership, and organisational design. Through case analysis and experimentation with digital collaboration tools, the course develops students' ability to design and manage adaptive organisational arrangements that support knowledge work and digital business strategy.

Business Analytics (obligatorisk fag, 7,5 ECTS)

This course focuses on how data can be used to generate insights that support managerial decision-making and organisational performance. Students learn methods for collecting, structuring, analysing, and visualising data using contemporary analytical tools. The course introduces statistical analysis, predictive modelling, and machine learning approaches within a business context. Through practical exercises involving data analysis, model implementation, and data visualisation, students develop the ability to translate analytical results into actionable insights and communicate data-driven arguments to managerial audiences.

Digital Innovation Management (obligatorisk fag, 7,5 ECTS)

This course examines how organisations design, experiment with, and implement digital innovations in products, services, and business processes. Students learn how digital innovation processes differ from traditional innovation due to the modularity, scalability, and generativity of digital technologies. The course emphasises experimentation methods such as prototyping, A/B testing, user testing, and iterative development. Through hands-on exercises and case-based analysis, students develop the ability to organise and manage digital innovation initiatives while aligning technological possibilities with organisational goals and business strategy.

Platform Economics (obligatorisk fag, 7,5 ECTS)

Digital platforms increasingly shape business ecosystems by enabling interactions between multiple groups of users. This course introduces the economic principles underlying platform-based business models, including network effects, multi-sided markets, pricing strategies, and ecosystem governance. Students analyse how platforms scale, compete, and regulate participation within digital ecosystems. Through analytical exercises and case studies, the course develops students' ability to evaluate platform strategies and design sustainable platform-based value creation models in digitally mediated markets.

Valgfag (15 ECTS)

Studerende skal have to valgfag á 7,5 ECTS. Der kan vælges mellem en række linjespecifikke valgfag og forudsætningsfrie valgfag.

Afsluttende hovedopgave (15 ECTS)

Den afsluttende hovedopgave udgør specialiseringens sidste element. Med afsæt i specialiseringens faglige, teoretiske og metodiske elementer demonstrerer den studerende evnen til selvstændigt at identificere, beskrive, afgrænse, analysere og løse en relevant problemstilling inden for uddannelsens område. Den afsluttende hovedopgave består af en skriftlig opgave, som efterfølges af et mundtligt forsvar.

Finance and International Business

1. kvartal	Applied Econometric Methods	Corporate Finance
2. kvartal	Empirical Corporate Finance	Corporate Governance
3. kvartal	International Finance	Global Risk Management

4. kvartal	7,5 ECTS valgfag	7,5 ECTS valgfag
5. kvartal	15 ECTS afsluttende hovedopgave	

Applied Econometric Methods (obligatorisk fag, 7,5 ECTS)

This course is a foundational, practice-oriented course that equips students with the core quantitative tools needed throughout the programme. The course introduces key econometric methods for cross-sectional, time-series, and panel data, including multiple regression, instrumental variables, and models for binary outcome variables. Emphasis is placed on intuitive understanding of model assumptions, empirical interpretation, and the selection of appropriate methods for applied research questions in business, finance, and related fields.

Corporate Finance (obligatorisk fag, 7,5 ECTS)

The course studies corporate investment and financing decisions. A central theme is how real-world frictions such as agency problems and information asymmetries shape corporate policies and financial contracts. Students develop analytical frameworks for examining key corporate decisions including capital structure, payout policy, managerial compensation, and governance. The course also equips students with practical tools to evaluate investment projects and financing choices. Together, these elements prepare students to think about how firms can best pursue their core objective of value creation, navigating the complex trade-offs that arise in realistic institutional and contractual environments.

Empirical Corporate Finance (obligatorisk fag, 7,5 ECTS)

This course provides students with an advanced understanding of how empirical methods are used to analyse corporate financial decisions. It examines key topics in corporate finance, including capital structure, investment decisions, payout policies, corporate governance, and mergers and acquisitions. The course emphasises the use of firm-level data and modern econometric techniques to test theoretical predictions and evaluate financial behaviour in practice. Students develop the ability to critically assess empirical research and conduct their own data-driven analyses of corporate finance questions. The course equips students with the analytical skills required to evaluate corporate financial policies and empirical evidence, which is essential for understanding financial decision-making in firms operating in domestic and international markets.

Corporate Governance (obligatorisk fag, 7,5 ECTS)

This course provides an advanced overview of corporate governance and oversight in publicly listed firms, with particular emphasis on how governance structures affect firm value, capital structure, and shareholder wealth. It examines core theoretical and empirical perspectives on governance, including ownership rights, board structure and monitoring, executive compensation, institutional investors, and disclosure practices. The course also addresses the market for corporate control, including mergers and acquisitions, shareholder activism, and governance-related defensive mechanisms. In addition, it explores international differences in governance systems, regulation, and ESG requirements, and their implications for compliance, reporting, and long-term value creation.

International Finance (obligatorisk fag, 7,5 ECTS)

This course introduces key concepts in international finance, focusing on foreign exchange markets, multinational corporate finance, and international asset pricing. Students learn how exchange rates are determined, how firms manage foreign exchange risk using derivative instruments, and how

international financing decisions differ from domestic ones. The course also examines international parity conditions, currency trading strategies such as the carry trade, and the empirical performance of exchange rate models. In addition, students study international asset pricing models and the role of currency risk in determining expected returns. Emphasis is placed on applying theoretical models and econometric methods to analyse exchange rates, currency markets, and global investment decisions.

Global Risk Management (obligatorisk fag, 7,5 ECTS)

This course provides an analytical framework for identifying, measuring, and managing financial, enterprise, and strategic risks faced by firms and financial institutions in globally integrated markets. The course introduces key sources of risk, including market, credit, liquidity, and operational risk, and examines quantitative, institutional, and strategic approaches to assessing and mitigating risk. Emphasis is placed on applying risk management concepts and analytical tools to real-world financial and strategic decision-making. Students develop the analytical skills needed to evaluate risk exposures and risk management strategies.

Valgfag (15 ECTS)

Studerende skal have to valgfag á 7,5 ECTS. Der kan vælges mellem en række linjespecifikke valgfag og forudsætningsfrie valgfag.

Afsluttende hovedopgave (15 ECTS)

Den afsluttende hovedopgave udgør specialiseringens sidste element. Med afsæt i specialiseringens faglige, teoretiske og metodiske elementer demonstrerer den studerende evnen til selvstændigt at identificere, beskrive, afgrænse, analysere og løse en relevant problemstilling inden for uddannelsens område. Den afsluttende hovedopgave består af en skriftlig opgave, som efterfølges af et mundtligt forsvar.

Finance

1. kvartal	Applied Financial Econometrics	Corporate Finance
2. kvartal	Asset Pricing	Financial Intermediation
3. kvartal	Derivatives	Asset Management
4. kvartal	7,5 ECTS valgfag	7,5 ECTS valgfag
5. kvartal	15 ECTS afsluttende hovedopgave	

Applied Financial Econometrics (obligatorisk fag, 7,5 ECTS)

This course introduces students to widely used estimation techniques in financial econometrics with a strong emphasis on practical implementation. Topics include linear regressions, instrumental variables, maximum likelihood estimation, GMM, limited dependent variable models (logit/probit), time series models (unit roots, cointegration, volatility clustering), the bootstrap, and panel data methods. Students gain practical experience by estimating and testing econometric models using statistical software, learning to interpret output, compare model specifications, and communicate results to both technical and non-technical audiences.

Asset Pricing (obligatorisk fag, 7,5 ECTS)

This course introduces students to modern asset pricing theory and its empirical applications. Students learn how investors value risky assets, how risk is measured and rewarded in financial markets, and how asset pricing models generate testable predictions for returns and interest rates.

The course covers expected utility, portfolio choice, the CAPM, multifactor models, and consumption-based asset pricing. It also introduces fixed-income analysis, including yield curve estimation, the expectations hypothesis, and affine term structure models. Throughout the course, theoretical insights are combined with empirical analysis of financial data.

Corporate Finance (obligatorisk fag, 7,5 ECTS)

The course studies corporate investment and financing decisions. A central theme is how real-world frictions such as agency problems and information asymmetries shape corporate policies and financial contracts. Students develop analytical frameworks for examining key corporate decisions including capital structure, payout policy, managerial compensation, and governance. The course also equips students with practical tools to evaluate investment projects and financing choices. Together, these elements prepare students to think about how firms can best pursue their core objective of value creation, navigating the complex trade-offs that arise in realistic institutional and contractual environments.

Asset Management (obligatorisk fag, 7,5 ECTS)

The course introduces key concepts in financial asset management, including asset classes, public and private markets, and sustainable investments. Students learn portfolio construction methods (e.g., Markowitz and Black-Litterman models) and risk measures such as Value-at-Risk (VaR) and Conditional VaR. The course also covers investment styles, performance evaluation, benchmarking, and practical issues like costs, rebalancing, and currency hedging. The course emphasises real-world applicability, bridging theory with industry practices and tools used by asset managers.

Derivatives (obligatorisk fag, 7,5 ECTS)

This course introduces students to the core principles of financial derivatives and their role in modern financial markets. Students learn how forwards, futures, options, and related instruments are priced and used for hedging and risk management, with emphasis on arbitrage-based valuation. The course also covers key topics in stochastic processes, option pricing, and numerical methods used in practice. Emphasis is placed on developing both economic intuition behind standard models and practical tools for analysing derivatives.

Financial Intermediation (obligatorisk fag, 7,5 ECTS)

The course explores the role of financial intermediaries in modern financial systems, with a particular focus on banking. Students study why financial intermediaries exist, whether financial intermediation benefits society, the functions they perform in allocating capital and managing risk, and the key risk faced by banks. The course also examines recent developments such as FinTech, decentralised exchanges, and consumer preferences. Students engage with recent research insights in financial intermediation by presenting and discussing research articles during dedicated conference-style sessions.

Valgfag (15 ECTS)

Studerende skal have to valgfag á 7,5 ECTS. Der kan vælges mellem en række linjespecifikke valgfag og forudsætningsfrie valgfag.

Afsluttende hovedopgave (15 ECTS)

Den afsluttende hovedopgave udgør specialiseringens sidste element. Med afsæt i specialiseringens faglige, teoretiske og metodiske elementer demonstrerer den studerende evnen til selvstændigt at

identificere, beskrive, afgrænse, analysere og løse en relevant problemstilling inden for uddannelsens område. Den afsluttende hovedopgave består af en skriftlig opgave, som efterfølges af et mundtligt forsvar.

International Business

1. kvartal	International Strategy	Trade Policy and Value Chains
2. kvartal	Managing the Multinational	Global Stakeholder Management
3. kvartal	Institutional Environments in IB	Decision Making in IB
4. kvartal	7,5 ECTS valgfag	7,5 ECTS valgfag
5. kvartal	15 ECTS afsluttende hovedopgave	

International Strategy (obligatorisk fag, 7,5 ECTS)

This course examines the core strategic decisions firms face when operating across national borders. The course focuses on firm-level choices such as market selection, market expansion, entry mode, and the balance between adaptation and standardisation. It highlights the basic insight that differences between markets create complexity, and that firms must address this complexity through structured internationalisation decisions. The emphasis is on the firm and on the basic decision parameters shaping internationalisation, while broader external contextual factors are addressed in other courses.

Trade Policy and Value Chains (obligatorisk fag, 7,5 ECTS)

This course examines how firms operate in an international environment shaped by trade policy, regional integration, and cross-border risk. The course focuses on how national and supra-national regulations affect firms' international activities and influence the design and governance of global value chains. It highlights that differences across countries and regions create additional complexity for firms beyond basic internationalisation decisions. Students develop an understanding of how international exposure generates risk and how firms can respond through appropriate risk management strategies. The course thus extends the firm-level focus of *IS* by introducing the broader environmental factors that shape internationalisation and global value chain design.

Managing the Multinational (obligatorisk fag, 7,5 ECTS)

This course examines how firms organise and manage their activities once they have internationalised. The course focuses on both the entity level, including headquarters–subsidiary relationships, power distribution, and knowledge transfer, and the team and individual level, including cross-cultural leadership, expatriation, and cross-cultural negotiation. It emphasises that the organisational and managerial challenges faced by multinational enterprises arise *because* firms operate across different national contexts. These cross-border differences create complexity that must be addressed through appropriate structures, processes, and management practices. The course thus develops an understanding of how internationalisation reshapes the internal organisation and management of the firm.

Global Stakeholder Management (obligatorisk fag, 7,5 ECTS)

This course examines how firms manage their external relationships with stakeholders in international business contexts. In contrast to *MM*, which focuses on the internal organisation and management of the MNC, this course addresses the firm's deliberate interaction with external stakeholder groups across countries. It focuses on how firms identify relevant stakeholders, communicate with them, and manage ongoing relationships in different national settings. The course highlights that stakeholder

environments vary across markets, creating complexity that firms must address in order to operate effectively abroad. A central objective is to understand how firms can build and maintain legitimacy in foreign markets through purposeful stakeholder management.

Institutional Environments in IB (obligatorisk fag, 7,5 ECTS)

This course examines how institutional contexts shape the conditions under which firms operate across borders. The course focuses on how differences in formal and informal institutions affect international business activities and create complexity for firms entering and operating in institutionally distant markets. It highlights the particular relevance of emerging markets, while also emphasising that institutional distance is not limited to such contexts. In this way, the course extends *IS*, which abstracts from these factors, and deepens themes introduced in *TPVC* and *GSM*. The course thus develops an understanding of how firms navigate institutional differences and incomplete institutional environments in international business.

Decision Making in IB (obligatorisk fag, 7,5 ECTS)

This course examines how managers use qualitative and quantitative evidence to support decision-making in international business contexts. The course focuses on data literacy and on understanding the possibilities and limits of drawing conclusions from data in relation to international business problems. It emphasises that sound managerial decisions require conclusions that are appropriately calibrated to what the available evidence actually allows. Rather than focusing on technical or mathematical aspects, the course highlights the logic, requirements, and limitations of different methodological approaches. Through hands-on exercises, workshops, and related activities, students develop the ability to use evidence in a reflective and practically relevant way in international business settings.

Valgfag (15 ECTS)

Studerende skal have to valgfag á 7,5 ECTS. Der kan vælges mellem en række linjespecifikke valgfag og forudsætningsfrie valgfag.

Afsluttende hovedopgave (15 ECTS)

Den afsluttende hovedopgave udgør specialiseringens sidste element. Med afsæt i specialiseringens faglige, teoretiske og metodiske elementer demonstrerer den studerende evnen til selvstændigt at identificere, beskrive, afgrænse, analysere og løse en relevant problemstilling inden for uddannelsens område. Den afsluttende hovedopgave består af en skriftlig opgave, som efterfølges af et mundtligt forsvaret.

International Economic Consulting

1. kvartal	Cost Benefit Analysis	Econometric Methods in Applied Economic Analysis
2. kvartal	Firms, Strategy, and Sustainability	International Economic Integration
3. kvartal	Big Data for Firm and Industry Analysis	Applied Economic Consulting
4. kvartal	7,5 ECTS valgfag	7,5 ECTS valgfag
5. kvartal	15 ECTS afsluttende hovedopgave	

Cost-Benefit Analysis (obligatorisk fag, 7,5 ECTS)

This course introduces the principles and practical application of cost-benefit analysis for evaluating projects, policies, and business decisions. Students learn how to identify, measure, and monetise costs and benefits, including those related to risk, uncertainty, and non-market impacts. The course covers key tools such as discounting, sensitivity analysis, and welfare-economic evaluation. Emphasis is placed on interpreting results and understanding the limitations of cost-benefit frameworks. Through exercises and applied cases, students gain hands-on experience conducting CBAs in realistic decision environments.

Econometric Methods in Applied Economic Analysis (obligatorisk fag, 7,5 ECTS)

This course provides students with practical econometric tools used in economic and policy consulting. It covers core methods for analysing cross-section, panel, and time-series data, with a focus on causal inference and model interpretation. Students learn to diagnose econometric challenges such as endogeneity, omitted variables, and selection bias, and to apply appropriate solutions. Emphasis is placed on hands-on empirical work using statistical software and real-world datasets. By the end of the course, students can independently conduct applied econometric analyses and communicate results effectively to professional stakeholders.

Firms, Strategy and Sustainability (obligatorisk fag, 7,5 ECTS)

This course examines how firms develop and implement strategies in an era of increasing environmental and social demands. Students learn key frameworks for analysing competitive advantage, strategic positioning, and organisational adaptation in dynamic markets. The course integrates sustainability as a core strategic driver, exploring how firms manage ESG challenges and leverage sustainable practices for long-term value creation. Through cases and applied exercises, students assess strategic trade-offs and design responsible business strategies. The aim is to equip students with the analytical tools needed to support sustainable strategic decision-making in diverse business contexts.

International Economic Integration (obligatorisk fag, 7,5 ECTS)

This course explores the economic forces driving regional and global integration, with a focus on trade, investment, and institutional cooperation. Students examine the structure and impact of international agreements, customs unions, and common markets, and how these shape firm behaviour, competitiveness, and economic outcomes. The course covers key models used to analyse trade flows, welfare effects, and policy implications of integration. Contemporary issues – such as global value chains, geopolitical frictions, and the role of international organisations – are integrated throughout. By the end, students can assess the economic consequences of integration policies and provide informed analysis for business and policy decision-making.

Big Data for Firm and Industry Analysis (obligatorisk fag, 7,5 ECTS)

This course introduces students to modern big-data tools and analytical techniques used to study firms, industries, and market dynamics. It covers the collection, cleaning, and integration of large and complex datasets, including web-scraped, transactional, and high-frequency data. Students learn machine-learning methods for prediction, classification, and pattern detection, with an emphasis on economic interpretation. The course combines conceptual understanding with hands-on coding exercises using real-world datasets and contemporary software environments. By the end, students can apply data-driven approaches to analyse firm behaviour, industry structures, and competitive outcomes.

Applied Economic Consulting (obligatorisk fag, 7,5 ECTS)

This course provides practical training in conducting applied economic analyses for businesses, public organisations, and international institutions. Students learn to structure consulting projects, formulate economic questions, and select appropriate empirical and analytical methods. Emphasis is placed on translating economic theory and data into actionable insights, including forecasting, policy evaluation, and market assessments. Through real-world cases and group-based exercises, students practice communicating findings clearly to non-specialist stakeholders. The course equips students with the competencies needed for professional work in economic consulting and evidence-based decision support.

Valgfag (15 ECTS)

Studerende skal have to valgfag á 7,5 ECTS. Der kan vælges mellem en række linjespecifikke valgfag og forudsætningsfrie valgfag.

Afsluttende hovedopgave (15 ECTS)

Den afsluttende hovedopgave udgør specialiseringens sidste element. Med afsæt i specialiseringens faglige, teoretiske og metodiske elementer demonstrerer den studerende evnen til selvstændigt at identificere, beskrive, afgrænse, analysere og løse en relevant problemstilling inden for uddannelsens område. Den afsluttende hovedopgave består af en skriftlig opgave, som efterfølges af et mundtligt forsvar.

Management Accounting and Control

1. kvartal	Planning and Budgeting	Advanced Financial Accounting
2. kvartal	Performance Management	Cost, Time and Quality Management
3. kvartal	Accounting Information Systems and Business Intelligence	Strategy, Accounting and Organisation
4. kvartal	7,5 ECTS valgfag	7,5 ECTS valgfag
5. kvartal	15 ECTS afsluttende hovedopgave	

Planning and Budgeting (obligatorisk fag, 7,5 ECTS)

This course provides students with a thorough understanding of budgeting as a central tool for planning, coordinating, and executing organisational strategy. It develops the ability to construct and analyse financial budgets, including profit statements, cash flow statements, and balance sheets, and to understand the interdependencies between them. Students learn to compile, administer, and update budgets within integrated business systems, using budgeting information for planning, resource allocation, and performance evaluation. The course also trains students to conduct variance analysis and assess behavioural implications of budgeting, including risks of dysfunctional incentives. Recent academic literature supplements classic perspectives, enabling students to critically evaluate traditional approaches and explore modern alternatives such as Better and Beyond Budgeting. Participants finish the course able to analyse, design, and critically assess budgeting processes in complex organisational settings.

Advanced Financial Accounting (obligatorisk fag, 7,5 ECTS)

This course deepens students' understanding of international financial accounting by building on foundational undergraduate knowledge. It develops advanced competencies in recognising, measuring, and reporting financial transactions in accordance with IFRS. Students learn to analyse and interpret financial statements in a global context, strengthening their ability to support strategic

financial decision-making. The course also trains students to evaluate complex accounting issues, assess implications of alternative reporting choices, and understand the role of accounting in international capital markets. Through theory, cases, and current research, the course reaches a professional level relevant for future roles such as controllers, financial analysts, and especially CFOs.

Performance Management (obligatorisk fag, 7,5 ECTS)

This course provides an in-depth understanding of performance management as a central managerial discipline for steering organisational behaviour and results. It covers the design and use of performance measurement systems, including financial and non-financial indicators, KPIs, and multidimensional frameworks (including sustainability related). Students learn how performance information supports planning, decision-making, and accountability, and how it shapes incentives and organisational behaviour. The course also examines behavioural and organisational consequences of performance measurement, including distortions and unintended effects. Through theory, cases, and contemporary research, students develop the ability to critically evaluate, and design effective performance management systems suited for complex organisational settings.

Cost, Time and Quality Management (obligatorisk fag, 7,5 ECTS)

This course provides an advanced understanding of cost management theories, models, and technologies, building on students' prior knowledge. It develops the ability to analyse cost behaviour, design cost systems, and apply both classic and modern approaches such as target costing, quality costing, and Activity-Based Costing (ABC). Students learn how cost information supports planning, decision-making, performance evaluation, and budgeting. This course enables students to consider alternative perspectives on cost, such as time and quality, by introducing contemporary perspectives such as Total Cost of Ownership, the use of costing in R&D and business partnering, Time-Driven ABC, and statistical process control. Through cases, exercises, and practitioner insights, students learn to critically assess the strengths and limitations of different cost models and to use cost management tools strategically to support value creation and operational improvement.

Accounting Information Systems and Business Intelligence (obligatorisk fag, 7,5 ECTS)

This course provides students with an advanced understanding of how Accounting Information Systems (AIS) support organisational decision-making, control, and digital transformation. It examines how financial and operational data is captured, processed, and structured within integrated systems such as ERP platforms. Students learn how digital technologies, including automation, data visualisation, and analytics tools, reshape accounting processes and enable more effective performance measurement and control. A significant part of the course focuses on business analytics and business intelligence, showing how AIS generate insights that guide managerial decisions. The course also addresses risk management through internal controls, data governance, and issues associated with digitalisation. Participants complete the course able to evaluate, co-design, and use AIS to support reliable, data-driven, and strategically aligned management accounting.

Strategy, Accounting and Organisation (obligatorisk fag, 7,5 ECTS)

This portfolio course consists of three interconnected modules: (1) strategy and business models, (2) corporate governance, and (3) modern and possible dynamically evolving applications showing how these perspectives come together in organisational practice. It introduces students to key strategic schools of thought and business model concepts that shape managerial interpretation and control system design. The course then examines how corporate governance structures influence accountability, decision-making, and managerial behaviour. In the third part, students explore how

strategy and governance interact with core accounting domains, including financial versus social and sustainability information, accounting and regulation, and ethics in accounting or the distinctive challenges of public sector management and accounting. Throughout, the course emphasises using multiple conceptual lenses to analyse complex organisational contexts and understand how strategic, organisational, and informational elements jointly shape management control.

Valgfag (15 ECTS)

Studerende skal have to valgfag á 7,5 ECTS. Der kan vælges mellem en række linjespecifikke valgfag og forudsætningsfrie valgfag.

Afsluttende hovedopgave (15 ECTS)

Den afsluttende hovedopgave udgør specialiseringens sidste element. Med afsæt i specialiseringens faglige, teoretiske og metodiske elementer demonstrerer den studerende evnen til selvstændigt at identificere, beskrive, afgrænse, analysere og løse en relevant problemstilling inden for uddannelsens område. Den afsluttende hovedopgave består af en skriftlig opgave, som efterfølges af et mundtligt forsvar.

Marketing

1. kvartal	Marketing Strategy	Brand Management
2. kvartal	Consumer Psychology Lab	AI & Market Intelligence
3. kvartal	Marketing Innovation	Customer Relationship Management
4. kvartal	7,5 ECTS valgfag	7,5 ECTS valgfag
5. kvartal	15 ECTS afsluttende hovedopgave	

Marketing Strategy (obligatorisk fag, 7,5 ECTS)

This course introduces the foundations of marketing strategy in hyperconnected markets. Students examine how marketing contributes to firm performance and sustainable competitive advantage through market-oriented management. Applied learning centres on the competitive marketing simulation MarkStrat , where student teams make strategic decisions in real time and compete across multiple rounds. By the end of the course, students will understand the strategic complexity of creating, communicating, and capturing value in digital ecosystems.

Brand Management (obligatorisk fag, 7,5 ECTS)

This course examines the foundations of strategic brand management. Students explore brand equity, brand identity, digital branding, brand communities, brand architecture, performance measurement, and the ethical dimensions of branding. The course also introduces qualitative methods suited to marketing research. The signature learning experience is the Brand Battle Challenge, developed in collaboration with a real company, where student teams pitch innovative brand strategies directly to company decision-makers, complemented by a Digital Storytelling Seminar.

Consumer Psychology Lab (obligatorisk fag, 7,5 ECTS)

This course gives students a scientifically grounded understanding of consumer behaviour and customer experience management, drawing on cognitive psychology, social influence research, and consumer neuroscience. They also develop competences in quantitative and experimental research methods. In the Behavioural Science Lab, students define a marketing-relevant research problem,

design an experiment, and present their hypotheses and methods. By the end of the course, students can apply behavioural science to generate actionable consumer insights.

AI & Market Intelligence (obligatorisk fag, 7,5 ECTS)

This course equips students with cutting-edge skills in AI-driven marketing and prepares them to design smarter, faster, and more personalized customer experiences. Students explore machine learning, recommender systems, algorithmic pricing, marketing automation, predictive analytics, and responsible AI. In the AI sandbox environment, they build and test mini recommender systems, personalized campaigns, or pricing models using real or simulated data. By the end of the course, students can translate AI and machine learning methods into practical marketing strategies with direct relevance for modern businesses.

Marketing Innovation (obligatorisk fag, 7,5 ECTS)

This course prepares students to drive growth through product, service, and platform innovation. Students explore growth strategies, network effects, design thinking, co-creation, product policy, and experimentation frameworks. They work with innovation analytics, product usage data, growth metrics, and cohort analysis to evaluate and improve new ideas. In the Innovation Incubator, students develop micro-startup concepts or collaborate with a real startup partner to refine innovations and marketing strategies. By the end of the course, students can apply innovation and experimentation methods to develop market-oriented growth opportunities.

Customer Relationship Management (obligatorisk fag, 7,5 ECTS)

This course teaches students how to manage customer-centric ecosystems and build long-term, profitable customer relationships. Students examine customer lifetime value, omnichannel strategy, customer engagement, service ecosystems, digital platforms, and distribution policy. In the AI vs. Human Competition, student teams design omnichannel marketing strategies with or without generative AI and compare outcomes in terms of creativity, strategy, and efficiency. By the end of the course, students can design data-driven CRM strategies that strengthen customer engagement, loyalty, and long-term business value.

Valgfag (15 ECTS)

Studerende skal have to valgfag á 7,5 ECTS. Der kan vælges mellem en række linjespecifikke valgfag og forudsætningsfrie valgfag.

Afsluttende hovedopgave (15 ECTS)

Den afsluttende hovedopgave udgør specialiseringens sidste element. Med afsæt i specialiseringens faglige, teoretiske og metodiske elementer demonstrerer den studerende evnen til selvstændigt at identificere, beskrive, afgrænse, analysere og løse en relevant problemstilling inden for uddannelsens område. Den afsluttende hovedopgave består af en skriftlig opgave, som efterfølges af et mundtligt forsvaret.

Operations and Supply Chain Analytics

1. kvartal	Supply Chain Design and Management	Advanced Data Analysis
2. kvartal	Procurement and Inventory Management	Decision Modelling
3. kvartal	Production Management	Distribution and Transportation
4. kvartal	7,5 ECTS valgfag	7,5 ECTS valgfag

Supply Chain Design and Management (obligatorisk fag, 7,5 ECTS)

The purpose of this course is to introduce students to the principles and analytical frameworks used for the design of strategies and the management of operations in contemporary supply chains. Students will learn to develop end-to-end strategies that balance cost, service, risk, and sustainability, and to apply quantitative tools for navigating trade-offs across procurement, production, distribution, and reverse logistics functions. Through case studies and practical exercises, students will develop the skills to translate real-world supply chain challenges into effective solutions, with emphasis on managing cross-functional and cross-organisational collaboration.

Advanced Data Analysis (obligatorisk fag, 7,5 ECTS)

This course equips students with essential data analysis and forecasting techniques, focusing on their application in operations and supply chain analytics. The course covers key analytical methods such as descriptive statistics, data visualisation, time series forecasting, and machine learning-based predictions. Students will learn how to work with large datasets, identify patterns, and make data-driven decisions that are crucial in business contexts. To facilitate data analysis, the course introduces basic programming concepts – with no prior programming experience required. Programming is used as a tool to manipulate and analyse data. Students will be guided step by step in using Python to clean, visualise, and analyse data, making it accessible to those with no technical background.

Procurement and Inventory Management (obligatorisk fag, 7,5 ECTS)

This course provides a comprehensive exploration of procurement and inventory management strategies, equipping students with the necessary knowledge and skills to optimise sourcing, procurement, and inventory control in supply chain environments. The course covers both deterministic and stochastic inventory models, procurement analysis methods, and best business practices for effective procurement and inventory decision-making. Through a combination of theoretical foundations and practical problem-solving methods, students will gain knowledge on how to enhance business performance, foster innovation, and promote sustainability in procurement and inventory management activities.

Decision Modelling (obligatorisk fag, 7,5 ECTS)

This course equips students with analytical methods for solving complex decision problems in operations and supply chain management. The course focuses on mathematical optimisation and simulation techniques for modelling and analysing real-world systems. Students learn to formulate decision problems, develop and validate models, and apply both exact and heuristic solution approaches using appropriate digital technologies. The course also covers stochastic modelling and the integration of optimisation and simulation methods. Through hands-on exercises and case-based applications, students develop the ability to evaluate solutions and support data-driven decision-making under uncertainty.

Production Management (obligatorisk fag, 7,5 ECTS)

This course provides an understanding of how production systems are planned and controlled to ensure efficient and responsive operations. It covers key topics such as production planning, capacity management, scheduling, and material requirements planning across different decision levels. Students learn to analyse and improve production performance using managerial frameworks and

analytical tools. The course also addresses current trends in manufacturing, including digitalisation, automation, and sustainability. Through practical exercises, students develop the ability to support data-driven decisions in production environments.

Distribution and Transportation (obligatorisk fag, 7,5 ECTS)

The field of distribution and transportation is a cornerstone within the area of logistics and supply chain management. The course is designed to equip students with a comprehensive set of knowledge, skills, and competences for modelling and solving problems in distribution and transportation. Several problems in the field are considered, including vehicle routing problems, pick-up and delivery problems, inventory-routing problems, location problems, location-routing problems, cross-docking, and routing with electrical vehicles and drones.

Valgfag (15 ECTS)

Studerende skal have to valgfag á 7,5 ECTS. Der kan vælges mellem en række linjespecifikke valgfag og forudsætningsfrie valgfag.

Afsluttende hovedopgave (15 ECTS)

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Commercial and Retail Management

1. kvartal	Retail Strategy	Value Chain Management
2. kvartal	Retail Consumer Insights	Pricing Strategy
3. kvartal	Category Management	Stock and Performance Management
4. kvartal	7,5 ECTS valgfag	7,5 ECTS valgfag
5. kvartal	15 ECTS afsluttende hovedopgave	

Retail Strategy (obligatorisk fag, 7,5 ECTS)

This course provides a comprehensive understanding of strategic approaches and innovation in retail environments. Students will learn essential theories and tools for developing store formats and managing issues in both horizontal and vertical channel strategies. There is a particular focus on creating seamless omnichannel experiences throughout the customer journey. Furthermore, the course prepares students to actively shape current transformations, such as digitalisation and sustainability, through strategic retail and innovation management.

Value Chain Management (obligatorisk fag, 7,5 ECTS)

This course provides an in-depth understanding of the structuring and management of modern value chains. Students not only learn the fundamentals of value creation, but also actively analyse the dynamics and drivers that are transforming organisations within global networks. There is a particular focus on governance and further topics of crucial relevance, such as innovative value chain practices, the digitalisation in value chains, and the transition to sustainable, circular models in retail environments.

Retail Consumer Insights (obligatorisk fag, 7,5 ECTS)

This course provides a comprehensive understanding of consumer behaviour in both online and offline retail environments, as well as its influence on various stages of the decision-making process and the final purchase. The course further introduces the students to relevant methodological approaches to analyse customer behaviour and the interpretation of results in the context of data-driven management successful implementation of new technologies – from e-commerce and social media to the metaverse.

Pricing Strategy (obligatorisk fag, 7,5 ECTS)

This course teaches the essential skills required for one of the most important decisions in retail: profitable pricing. Students will comprehensively be introduced to relevant retail pricing strategies, enabled to assess the interplay between costs, consumer demand and competition. By using analytical tools students develop the ability to make data-driven pricing decisions and find optimal solutions to complex pricing problems in retail environments.

Category Management (obligatorisk fag, 7,5 ECTS)

This module covers the strategic and operational fundamentals of managing product categories and brands (e.g., national brands, private labels, retail brands). It focuses on the tension and collaboration between retailers and manufacturers in category management. Students learn methods of category analytics to manage product ranges in a data-driven manner. There is a further focus on efficiency-enhancing approaches such as lean retailing, and the management of returns and waste to reduce costs and optimise performance.

Stock and Performance Management (obligatorisk fag, 7,5 ECTS)

This course provides a comprehensive discussion of relevant issues in stock and performance measurement, analysis and management, with an emphasis on analysing decision-making problems and their consequences. Students learn to select both financial and non-financial KPIs and to assess their direct impact on business success. In addition to selecting suitable analytical tools, the underlying assumptions of various stock performance models and the handling of uncertainties in strategic decision-making in retail environments are critically discussed.

Valgfag (15 ECTS)

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Afsluttende hovedopgave (15 ECTS)

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Strategic Management

1. kvartal	Strategic Management and Decision Making	Strategic Entrepreneurship and Innovation Management
2. kvartal	Corporate Strategy and Valuation	Strategic Organisational Design
3. kvartal	Strategising in Practice	Applied Management Consulting
4. kvartal	7,5 ECTS valgfag	7,5 ECTS valgfag

Strategic Management and Decision Making (obligatorisk fag, 7,5 ECTS)

This course introduces core frameworks and analytical approaches for diagnosing strategic problems and making informed strategic choices. Students learn to assess industry dynamics, competitive positioning, and sources of advantage while evaluating strategic alternatives under uncertainty using scenarios, value drivers, and clear decision criteria. The course emphasises structured problem framing, decision heuristics, and evidence-based reasoning. Particular attention is given to integrating qualitative insights with quantitative analysis to support robust strategic decision making in real life cases. Students will also use AI for structured scanning, scenario generation, and assumption stress-testing.

Corporate Strategy and Valuation (obligatorisk fag, 7,5 ECTS)

This course examines strategic decisions at the corporate level, including diversification, supply chain strategy, vertical integration, alliances, and mergers and acquisitions. Students learn to evaluate strategic investments using valuation tools and financial analysis while considering strategic fit and long-term value creation. The course integrates corporate strategy frameworks with investment appraisal techniques and value-driver analysis. Emphasis is placed on assessing how corporate portfolios can generate synergies and sustainable competitive advantage.

Strategic Entrepreneurship and Innovation Management (obligatorisk fag, 7,5 ECTS)

This course focuses on how organisations identify and develop new growth opportunities under risk and uncertainty with particular attention to the strategic management of technological and digital innovation. Students explore processes for opportunity creation and discovery within established firms and work with business model design and innovation, experimentation, and venture portfolio choices across core, adjacent, and new businesses. The course emphasises data-enabled analytics and insight generation and AI-enabled tools to forecast market and technological shifts and drive sustained competitive advantage through continuous strategic renewal.

Strategic Organisational Design (obligatorisk fag, 7,5 ECTS)

This course explores how organisational structures and coordination mechanisms enable effective strategy implementation. Students will learn to design organisations that align structure, decision rights, incentives, and work processes with strategic objectives. Through case studies and interactive exercises, participants will develop the ability to diagnose misalignment and propose design solutions. The curriculum emphasises a theory and data-driven approach to organisational design, equipping students with the knowledge and tools to enhance organisational effectiveness.

Strategising in practice (obligatorisk fag, 7,5 ECTS)

This course examines how strategy gets done—through people, practices, tools, routines, and everyday interactions. Students learn to deploy and critically evaluate strategizing episodes and tools (strategy maps, KPI trees, balanced scorecard) that translate intent into coordinated action and to manage and critically assess power, politics, and identity dynamics in strategy work. It also examines how leaders mobilise stakeholders, manage resistance, and facilitate organisational change during strategic transformation.

Blending classic implementation with strategy-as-practice, the course emphasises sensemaking, coordination, governance rhythms, and learning loops. This includes aligning metrics and incentives with strategic objectives and incorporate experimentation and learning into strategy cycles.

Applied Management Consulting (obligatorisk fag, 7,5 ECTS)

This course develops the analytical and problem-solving capabilities required in consulting-oriented strategy work. Students learn how to structure complex real-world business problems, conduct data-driven analysis, and translate insights into actionable strategic recommendations to solve real-world business problems. The course integrates consulting methodologies with business analytics techniques such as data visualisation, causal analysis, and decision modelling. Through case-based work and projects, students practice communicating strategic insights and delivering client-oriented solutions. The curriculum covers the end-to-end consulting process—from initial diagnosis and data storytelling to providing actionable, evidence-based recommendations.

Valgfag (15 ECTS)

Studerende skal have to valgfag á 7,5 ECTS. Der kan vælges mellem en række linjespecifikke valgfag og forudsætningsfrie valgfag.

Afsluttende hovedopgave (15 ECTS)

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Samlet oversigt over planlagte valgfag på tværs af specialiseringer

Advanced Behavioural Economics

Advanced Project Management

AI Business Experiments

Algorithmic Control and Governance

Applied Project in Operations and Supply Chains

Behavioural Corporate Finance

B2B: Buyer-Seller Relationships and Industrial Marketing

Data-Driven Consulting

Data Science in Business Economics

Digital Governance, Resilience, and Security

Entrepreneurship and New Venture Creation

Forecasting with Machine Learning

Global Customer Strategy

Global Sourcing

Household Finance

International Business Clinic

Leading Strategy & Organisational Change

LLMs in Analytics

Machine Learning in Finance

Managing Artificial Intelligence

Markets and Marketing for Business Sustainability

Operations Strategy

Platform & Ecosystem Strategy

Public Management (general)

Real Estate Finance and Investments

Reinforcement Learning for Business

Responsible Leadership

Service Analytics

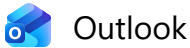
Sustainable Business Strategy

Sustainable Business Transformation

Sustainable Investing

Sustainability Management and Accounting

Sustainable Transformation / Change Management



[Kladde] VS: Orientering og eventuelle bemærkninger til ny cand.merc. 75 ECTS på Aarhus BSS (frist 24. august)

Fra annkl@au.dk

Fra: Annemette Kjærgaard <amk.msc@cbs.dk>

Sendt: 8. september 2026 11:26

Til: Morten Rask <mortenrask@au.dk>

Emne: SV: Orientering og eventuelle bemærkninger til ny cand.merc. 75 ECTS på Aarhus BSS (frist 24. august)

Kære Morten,

Det var uhøfligt af mig ikke at vende tilbage til dig, selvom vi ikke havde kommentarer til ansøgningen (jeg glømte at sætte knappenål i mailen). Men tak for orienteringen!

Mvh Annemette

Sendt fra Outlook til Mac

Fra: Morten Rask <mortenrask@au.dk>

Dato: fredag, 14. august 2026 kl. 10.41

Til: Annemette Kjærgaard <amk.msc@cbs.dk>

Emne: Orientering og eventuelle bemærkninger til ny cand.merc. 75 ECTS på Aarhus BSS (frist 24. august)

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Vi vil på AU indsende ansøgning til styrelsen til fristen den 15. september, med første optag i september 2028. Vi ansøger styrelsen om én cand.merc., men da vi har to geografiske lokationer (Aarhus og Herning), er der krav om to ansøgninger.

I nedenstående opridses kort uddannelsens formål, uddannelsens specialiseringer, adgang til uddannelsen, samt uddannelsens erhvervssigte.

Hvis du har bemærkninger til det tilsendte, vil jeg meget gerne have dem i hænde **senest mandag den 24. august 2026**.

Uddannelsens formål

Cand.merc. i erhvervsøkonomi (75 ECTS) er en forskningsbaseret videregående kandidatuddannelse, der bygger videre på de kompetencer og færdigheder, den studerende har opnået på en relevant bacheloruddannelse i erhvervsøkonomi. Uddannelsen giver et teoretisk og metodisk fundament inden for centrale erhvervsøkonomiske discipliner og kvalificerer kandidater til at analysere, forstå og løse komplekse og uforudsigelige forretningsmæssige problemstillinger i både private og offentlige organisationer.

Uddannelsen lægger vægt på anvendelsesorienteret læring, hvor teori kobles til praksis gennem cases, dataanalyse, projektarbejde og refleksion over erhvervsøkonomiske problemstillinger. De studerende inddrages aktivt i undervisningen, og uddannelsen understøtter udviklingen af både faglige, analytiske og professionelle kompetencer, herunder evnen til at tage ansvar og indgå i faglig dialog om løsninger med organisatoriske og samfundsmæssige konsekvenser.

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Specialiseringer

Uddannelsen har tolv specialiseringer:

- Business Intelligence (udbydes i Aarhus)
- Business Sustainability (udbydes i Herning)
- Digital Business (udbydes i Aarhus)
- Finance and International Business (udbydes i Aarhus)
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- Management Accounting and Control (udbydes i Aarhus)
- Marketing (udbydes i Aarhus)
- Operations and Supply Chain Analytics (udbydes i Aarhus)
- Commercial and Retail Management (udbydes i Aarhus)
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Adgang til uddannelsen

Ansøgere med krav på optagelse (retskrav) på cand.merc. (75 ECTS):

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Retskravet gælder både studerende, der har ovenstående bacheloruddannelse fra Aarhus BSS i Aarhus og i Herning.

Dimittender fra HA almen/BSc fra Aarhus Universitet har en bred erhvervsøkonomisk forståelse, som giver dem forudsætningerne for at vælge en hvilken som helst cand.merc.-specialisering (både i Aarhus og i Herning).

Udover ovenstående er der ikke ændringer mht. adgangskrav og optag (se eventuelt de nuværende krav på [hjemmesiden](#)).

Uddannelsens erhvervssigte

Dimittenderne har en bred erhvervsøkonomisk forståelse fra deres bacheloruddannelse, og specialiserer sig inden for et bestemt erhvervsøkonomisk område på kandidaten. Analyser viser, at dimittender ofte får deres første job på baggrund af deres specialisering, men at de senere også trækker på de brede erhvervsøkonomiske færdigheder og kompetencer, de har fra deres bacheloruddannelse.

Med venlig hilsen
Morten

Morten Rask
Prodekan for Uddannelse

+45 51807508
mortenrask@au.dk

Aarhus BSS
Dekanatet

Aarhus Universitet
Bartholins Allé 10, bygning 1323, lokale 426
8000 Aarhus C
bss.au.dk



SCHOOL OF BUSINESS AND SOCIAL SCIENCES
AARHUS UNIVERSITY



Aarhus Universitet

Att: Morten Rask

Sendt til: mailto: mortenrask@au.dk

DATO/REFERENCE

17. august 2026

JOURNALNUMMER

2025-4297

Høringssvar fra Roskilde Universitet vedr. ansøgning om oprettelse af en ny cand.merc.-uddannelse på 75 ECTS-point på Aarhus Universitet

Roskilde Universitetet takker for muligheden for at kommentere jeres planer om at oprette en ny cand.merc.-uddannelse på 75 ECTS-point på Aarhus Universitet.

Vi noterer os, at der er tale om en ansøgning, der indgår i realiseringen af den institutionsplan, som Aarhus Universitet tidligere har fået godkendt.

Vi anser uddannelsen for at være godkendt i den tidligere fase med allerede koordinerede institutionsplaner, ud fra retningslinjer fra ministeriet.

Den konkrete ansøgning har derudover været forelagt prodekan Bodil Damgaard, der ikke finder at uddannelsen falder uden for aftalerne i de koordinerede institutionsplaner.

På baggrund af ovenstående kan jeg meddele, at Rektor Rasmus Antoft er indforstået med, at uddannelsen oprettes således som den er beskrevet i jeres henvendelse.

Med venlig hilsen

Martin Stampe Noer
Leder af Uddannelseskoordinering og Sagsbehandling

Morten Rask

Fra: Jan Guldager Jørgensen <jgj@sam.sdu.dk>
Sendt: 20. august 2026 09:26
Til: Morten Rask
Cc: Christian Elmelund-Præstekær; Morten Vestergaard-Lund
Emne: RE: Orientering og eventuelle bemærkninger til ny cand.merc. 75 ECTS på Aarhus BSS (frist 24. august)
Vedhæftede filer: Signaturbevis.txt

Kære Morten

Tak for det fremsendte.

SDU har ikke nogen bemærkninger til materialet. Det er helt i tråd med vores tilgang Cand.Merc., og vi er spændt på at følge det.

Med venlig hilsen
Jan

Venlig hilsen

Jan Guldager Jørgensen
Prodekan for Uddannelse, lektor
Det Samfundsvidenskabelige Fakultet

T 65 50 43 75
M 60 11 43 75
jgj@sam.sdu.dk
www.sdu.dk/ansat/jgj.aspx

Syddansk Universitet
Campusvej 55
5230 Odense M
www.sdu.dk



From: Morten Rask <mortenrask@au.dk>
Sent: 14. august 2026 10:41
To: Jan Guldager Jørgensen <jgj@sam.sdu.dk>
Subject: Orientering og eventuelle bemærkninger til ny cand.merc. 75 ECTS på Aarhus BSS (frist 24. august)

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Med venlig hilsen
Morten

Morten Rask
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+45 51807508
mortenrask@au.dk

Aarhus BSS
Dekanatet

Aarhus Universitet
Bartholins Allé 10, bygning 1323, lokale 426
8000 Aarhus C
bss.au.dk



SCHOOL OF BUSINESS AND SOCIAL SCIENCES
AARHUS UNIVERSITY



Morten Rask

Fra: Sara Marie Jensen <smj@adm.aau.dk>
Sendt: 24. august 2026 12:03
Til: Morten Rask
Emne: VS: Orientering og eventuelle bemærkninger til ny cand.merc. 75 ECTS på Aarhus BSS (frist 24. august)

Kære Morten

Hermed på vegne af Rektoratet på AAU og Dekanat på Det Humanistiske og Samfundsvidenskabelige Fakultet, samt AAU Business School;

AAU takker for muligheden for at afgive høringssvar angående videreudvikling af cand.merc.-uddannelsen til en fokuseret udgave på 75 ECTS. AAU har ingen bemærkninger til uddannelsesforslaget og ønsker således ikke at gøre indsigelse.

Med venlig hilsen



AALBORG UNIVERSITET

Sara Marie Jensen
Specialkonsulent

Kvalitet og Udvikling | Studiekvalitet | AAU Uddannelse og Studerende

Tlf.: (+45) 9940 2016 | Mobil: 61967241 | Email: smj@adm.aau.dk | Web: www.aau.dk
Aalborg Universitet | Fredrik Bajers Vej 1 | 9220 Aalborg Øst

From: Morten Rask <mortenrask@au.dk>
Sent: 14. august 2026 10:41
To: Prodekan SSH Udd <prodekan-ssh-udd@aau.dk>
Subject: Orientering og eventuelle bemærkninger til ny cand.merc. 75 ECTS på Aarhus BSS (frist 24. august)

Kære Margit,

Som jeg orienterede om på koordinationsmøde den 8. april 2026, har vi på Aarhus BSS videreudviklet cand.merc.-uddannelsen til en fokuseret udgave på 75 ECTS. Uddannelsen er en del af AU's institutionsplan.

Vi vil på AU indsende ansøgning til styrelsen til fristen den 15. september, med første optag i september 2028. Vi ansøger styrelsen om én cand.merc., men da vi har to geografiske lokationer (Aarhus og Herning), er der krav om to ansøgninger.

I nedenstående opridses kort uddannelsens formål, uddannelsens specialiseringer, adgang til uddannelsen, samt uddannelsens erhvervssigte.

Hvis du har bemærkninger til det tilsendte, vil jeg meget gerne have dem i hænde **senest mandag den 24. august 2026**.

Uddannelsens formål

Cand.merc. i erhvervsøkonomi (75 ECTS) er en forskningsbaseret videregående kandidatuddannelse, der bygger videre på de kompetencer og færdigheder, den studerende har opnået på en relevant bacheloruddannelse i erhvervsøkonomi. Uddannelsen giver et teoretisk og metodisk fundament inden for centrale erhvervsøkonomiske discipliner og kvalificerer kandidater til at analysere, forstå og løse komplekse og uforudsigelige forretningsmæssige problemstillinger i både private og offentlige organisationer.

Uddannelsen lægger vægt på anvendelsesorienteret læring, hvor teori kobles til praksis gennem cases, dataanalyse, projektarbejde og refleksion over erhvervsøkonomiske problemstillinger. De studerende inddrages aktivt i undervisningen, og uddannelsen understøtter udviklingen af både faglige, analytiske og professionelle kompetencer, herunder evnen til at tage ansvar og indgå i faglig dialog om løsninger med organisatoriske og samfundsmæssige konsekvenser.

Uddannelsen giver de studerende mulighed for at specialisere sig inden for et erhvervsøkonomisk fagområde og opnå dyb indsigt i et bestemt erhvervsøkonomisk fagområde, herunder fx økonomiske teorier, markedsforhold og strategisk virksomhedsledelse. Gennem specialiseringen tilegner de studerende sig avanceret viden og analytiske kompetencer, som gør dem i stand til at træffe kvalificerede beslutninger, udvikle løsninger på tværs af organisatoriske funktioner og bidrage til værdiskabelse i en kompleks og foranderlig omverden.

Specialiseringer

Uddannelsen har tolv specialiseringer:

- Business Intelligence (udbydes i Aarhus)
- Business Sustainability (udbydes i Herning)
- Digital Business (udbydes i Aarhus)
- Finance and International Business (udbydes i Aarhus)
- Finance (udbydes i Aarhus)
- International Business (udbydes i Aarhus)
- International Economic Consulting (udbydes i Aarhus)
- Management Accounting and Control (udbydes i Aarhus)
- Marketing (udbydes i Aarhus)
- Operations and Supply Chain Analytics (udbydes i Aarhus)
- Commercial and Retail Management (udbydes i Aarhus)
- Strategic Management (udbydes i Aarhus)

Adgang til uddannelsen

Ansøgere med krav på optagelse (retskrav) på cand.merc. (75 ECTS):

- Bacheloruddannelsen i Erhvervsøkonomi, HA fra Aarhus Universitet
- Bacheloruddannelsen i Economics and Business Administration, BSc fra Aarhus Universitet

Retskravet gælder både studerende, der har ovenstående bacheloruddannelse fra Aarhus BSS i Aarhus og i Herning.

Dimittender fra HA almen/BSc fra Aarhus Universitet har en bred erhvervsøkonomisk forståelse, som giver dem forudsætningerne for at vælge en hvilken som helst cand.merc.-specialisering (både i Aarhus og i Herning).

Udover ovenstående er der ikke ændringer mht. adgangskrav og optag (se eventuelt de nuværende krav på [hjemmesiden](#)).

Uddannelsens erhvervssigte

Dimittenderne har en bred erhvervsøkonomisk forståelse fra deres bacheloruddannelse, og specialiserer sig inden for et bestemt erhvervsøkonomisk område på kandidaten. Analyser viser, at dimittender ofte får deres første job på baggrund af deres specialisering, men at de senere også trækker på de brede erhvervsøkonomiske færdigheder og kompetencer, de har fra deres bacheloruddannelse.

Med venlig hilsen
Morten

Morten Rask
Prodekan for Uddannelse

+45 51807508
mortenrask@au.dk

Aarhus BSS
Dekanatet

Aarhus Universitet
Bartholins Allé 10, bygning 1323, lokale 426
8000 Aarhus C
bss.au.dk



SCHOOL OF BUSINESS AND SOCIAL SCIENCES
AARHUS UNIVERSITY

