

BUSINESS ECONOMICS AND IT

This unique programme provides the students with a solid base of skills to work with IT business analysis, digital business development, businesses and their relation to society and the economy, change management and IT-management.

Business Economics and IT trains the students to use relevant theory and methods for innovative and analytical thinking, planning and execution.

Together, the various strands of the study programme form a whole. The teaching is interdisciplinary, and continually alternates between theory presentation, cases and project work. You will work with case studies from the business sector, where the best solution is found by combining what you have learned in all subjects. Through problem-oriented learning, you gain both theoretical knowledge and practical experience.

EXCHANGE STUDENTS CAN TAKE THE FOLLOWING COURSES

BUSINESS ECONOMICS AND IT 3RD SEMESTER (FALL)

During the 3rd semester, students work within the following subject areas:

- Understand and work with business strategy and strategic marketing
- Identify and describe strategic IT applications
- IT governance and IT security
- Strategic Marketing
- Understand IT technologies
- Project management (planning, QA and leadership)
- Modelling of IT systems and UX
- Innovation and Entrepreneurship

The semester consists of two interdisciplinary modules and concludes with an oral exam in all three.

Pre-Requisites

Students are required to know basic Marketing Strategies and Business models and economic principles. Furthermore students are required to know basic Systems Development and programming (preferably in Python).

ECTS

The ECTS of this semester are as follows:

- Business Strategy (5 ECTS)
- Strategic Marketing (5 ECTS)
- Information Technologies (5 ECTS)
- Systems Development (10 ECTS)
- Innovation and Entrepreneurship (5 ECTS)



BUSINESS ECONOMICS AND IT

BUSINESS ECONOMICS AND IT 4TH SEMESTER (SPRING)

Students in the 4th semester will work in 2 interdisciplinary modules:

Digital Transformation and Management (10 ECTS)

Change is part of everyday life in organizations. Most organizations are facing major changes as a result of new IT implementations and digitalization. Therefore, understanding and dealing with the changes an organization is challenged with when implementing new technology and IT solutions is crucial in order for the organizations to do well.

In this module, we will focus on digital transformation and 4 key areas for success: Strategy for Digital Transformation and IT, Technology, Organization and Leadership. The module provides knowledge, skills and competencies within change management with a focus on digital business, digital transformation of organizations, project management, knowledge management as well as IT strategy and IT management. And focus on the use of data and privacy compliance in digitizing a business.

Design of complex IT-systems, domains, processes and decisions (20 ECTS)

The module is designed to convey overall and combined understanding of the following concepts:

- A company exists and operates through a set of service delivery systems. The overall situation is formulated through mission, vision, strategy and a Service Vision

- The company operates in a domain, described by a Domain Model
- In order to operate, the company makes use of IT-technical solutions connected through an IT System Architecture and described by a Strategic Domain Model
- The business operations result in business-data
- Data reflects the situation in and around the company, IE: the state of the business.

In this module we also work with distributed IT systems and adapt the following approaches to the above

Relevant IT systems can manage business events and business data.

- The business operations can be recognized/identified through business events which are identified and captured through the process of Event Storming
- Decision making processes can be complex and involve several criteria. The data is used to assist in decision making processes and must be put into a relevant form to add value
- Graphical forms are often important, and techniques for creating graphical representation of business data
- Decisions can be made in many ways, reflecting different points of view, power-structures and rational use of data and optimization
- Decisions should be based on an informed basis, created from the business data. Some decisions can even be automated using algorithms, machine learning and AI.



BUSINESS ECONOMICS AND IT 5TH SEMESTER (FALL)

The 5th semester consists entirely of electives. The list of electives will be available in the spring and final enrollment confirmation will be ready in June.

It changes from year to year what electives are offered, but below you can see some examples of what might be available.

Understanding ERP systems through SAP S/4HANA

Gain a deeper understanding about some of the most important business processes that ERP systems support. This course will give you a solid introduction to SAP S/4HANA and some of the business processes where it supports a company's supply chain.

Working as a Software Engineer

As a professional you will be working together both with business people and software engineers. This course will focus on extending your understanding of the software development process and thereby your ability to work together with the software engineers.

Leadership - Creating resilient teams in turbulent times

Change Leadership in the emerging of a new reality; a Volatile, Uncertain, Complex and Ambiguous world. The first level of the course deals with the sociological level of VUCA.

The second level of the course will continue with the effects VUCA has on the organisational level.

Working as a Business Analyst

The goal of the course is to give you the toolbox of a business analyst and the skills to choose the relevant tool depending on the problem given, so that you can perform business analysis in any given business area, solving any given IT-problem.

Consulting and Professional Service Management

Whether you consider working as a consultant or pursue another role in your future professional life, Professional Services is a dominant part of the business and IT areas.

This elective will teach you how to deliver as a consultant and how to develop and manage a Professional Services Business.