

## Study and semester start (EBA/BS)

### About the course

subject	Virksomhedsstudier / Virksomhedsledelse
start date	02-09-2019
start time	08:15
Head of studies	Margit Neisig ( <a href="mailto:neisig@ruc.dk">neisig@ruc.dk</a> )

### Course days:

Hold: 1

### Introductory Days

time	29-08-2019 09:00 til 29-08-2019 17:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
Content	<ul style="list-style-type: none"><li>• 10.00-10.15 Introduction by Deputy Head of Department (25.1-035)</li><li>• 10.15- 10.30 Introduction by tutors (25.1-035)</li><li>• 10.30-11.15 Introduction to the academic field by head of studies (25.1-035)</li><li>• 11.15-11.30 Break</li><li>• 11.30-12.30 Introduction the research community (25.1-035)</li><li>• 12.30-13.15 Lunch break</li><li>• 13.15-14.45 Social ice breakers (23.2-009)</li><li>• 14.45-15.30 Tour of campus</li><li>• 15.30 Social for the master students at ISE (23.1-009)</li></ul>

### Introductory Days

time	30-08-2019 09:00 til 30-08-2019 17:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
Content	<ul style="list-style-type: none"><li>• 09.00-10.00 Academic presentation: The future of corporate communications by Michael Basland and Kristoffer Kej (25.2-035)</li><li>• 10.00-10.15 Break</li><li>• 10.15-11.45 Navigate your studies and create your RUC-profile (25.2-035)</li><li>• 11.45-12.30 Lunch break</li><li>• 12.30-13.00 A student's perspective: How is it to be a student, and how can you influence your studies (25.1-035)</li><li>• 13.00-14.30 The group formation as a professional kickoff for the project work (25.1-035)</li><li>• 14.30-14.45 Break</li><li>• 14.45-15.15 Administrative tips about studying at RUC (25.2-035)</li><li>• 15.15 Social for the master students at the student house</li></ul>

# Academic Introduction EBA/BS

time 02-09-2019 08:15 til  
02-09-2019 17:00

forberedelsesnorm ikke valgt

forberedelsesnorm ikke valgt  
D-VIP

location 25.2-005 - teori (80)

Content

Room: 25.2-003

- 8.15 - 8.30 Arrival
- 8.30 - 8.40 Welcome
- 8.40 - 9.00 How EØ addresses major forces driving change around the world
- 9.00 - 9.20 Leadership theories are challenged – network leadership, complexity and different forms of collective leadership are gaining importance – and so are issues of trust building
- 9.20- 9.30 Break
- 9.30 - 9.50 The awareness of business' impacts on social economy, peoples' work and life conditions and environmental resources has changed markedly driven by globalization and digitalization. The responsibility is named by different concepts: CSR, multiple bottom lines, business ethics, legitimacy, sustainability and new partnerships. The trustworthiness in the future will depend on that the sustainability strategy will be integrated in the overall strategy and involves the employees' understanding and commitment.
- 9.50-10.20 Plenum discussion
- 10.20-10.35 Break
- 10.35- 10.55 Resources and value creation: How innovation takes place close to practice through design of practice
- 10.55 - 11.15 Digital media – how it effects businesses, working environments and global restructuring and how to involve users in innovation and adoption of ICT in organizations
- 11.15 -11.25 Break
- 11.25- 12.00 Plenum discussion and wrap-up
- 12.00-13.00 Lunch break

Afternoon: Agenda: - 13.00 - 17.00 Introduction to Problem-oriented Project Work What you need to know about problem-oriented Project Work before getting started. Literature: Olsen, P.B. and Pedersen, K. (eds) (2019) Problem-oriented project work: a workbook, Copenhagen: Samfundslitteratur (For those of you understanding Danish, this book is available in Danish also).

About the book: This book is meant to support problem-oriented learning activities. Problem-orientation concerns the reasoning about lack of knowledge, while project work includes the ethno methods that are practised when collectives produce scientific knowledge. This book also concerns particular methods related to sociology and social science and their relations to the humanities, technical knowledge and natural science. The aim of the book is to support students in the process, from their first reflections on a relevant question to the finishing moments of report writing. Different steps and situations in the project work are described (eg: concepts, situations, ideas and tools for reflection that may be relevant throughout the project work). The subtitle -- a workbook -- is meant literary as a book that may be used as collective knowledge situations become recognisable for the users.