

Thematic Seminar: The Firm's External Relations - B2B

About the course

subject	Virksomhedsstudier / Virksomhedsledelse
activitytype	master course
Teaching language	English
Registration	<p>You register for activities through stads selybetjening during the announced registration period, which you can see on the Study administration homepage.</p> <p>When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose.</p>
Detailed description of content	<p>The theme seminar will address themes such as, the differences and similarities of the end user market and the business to business market, different kind of marketing, B2B marketing, organizational buying behavior, the realm of business, customer satisfaction, loyalty and value creation, the role of needs in marketing, characteristics of product and services, how to develop a marketing plan in a business to business context, the importance and role of relationship in a B2B context.</p> <p>The seminar takes the form of a combination of lectures and workshops, with student presentations of theory and case observations. Analytical work is performed to understand how a company is affected by trends in its surroundings, how it can develop sensitivity towards its environment, and how the management can administer its external relations.</p> <p>Students choose the analytical perspective, within the theme of the theme seminar, through which they wish to write an essay.</p>
Expected work effort (ECTS-declaration)	It is highly recommended and expected that you read the literature that appears on the plan of lectures before you attend the specific lecture. A rule of thumb is that 10 hours pr. week constitutes a suitable working effort in this course.
Course material and Reading list	Business Marketing Management B2B, Hutt & Speh, international edition, Cengage Learning (2014) plus a selection of journal articles. Other editions of the H&S can also be used.
Evaluation- and feedback forms	You will get oral feedback on the assignments that you are working on during the lectures.
Administration of exams	ISE Studyadministration (ise-studyadministration@ruc.dk)
Responsible for the activity	Christian Skjald (cskjald@ruc.dk) Niels Nolsøe Grünbaum (grunbaum@ruc.dk)
ECTS	5
Learning outcomes and assessment criteria	<ul style="list-style-type: none">● Knowledge and understanding:<ul style="list-style-type: none">● About the issues businesses face in a complex society● About analytical perspectives on a business's legitimacy and responsibility in terms of customers, employees and society● About theoretical and empirical analyses of businesses in the context of a complex societal development and globalisation● Skills:<ul style="list-style-type: none">● In analysing a business's development, management and organisational processes in the context of the conditions imposed by its surroundings● Using analyses to create concrete strategies for the business's legitimacy and responsibility

	<ul style="list-style-type: none"> • In communicating with a business's employees and management about the business's external relationships and their significance for the business's development and value creation • Competences: In working with a business's legitimacy and responsibility in a problem-oriented and concrete manner • In translating one's own observations into a relevant and practical analysis
Overall content	Theme seminars can work with themes such as HRM, technology and the labour market, corporate strategies for legitimisation, experience-based business development, Business Ethics and Corporate Social Responsibility, marketing and financial institutions and markets. There will be a combination of lectures, workshops with student presentations of theory and observations of cases. Analytically, work will be done with gaining an understanding of how a business is impacted by trends in their surroundings and how a business can become sensitive to its surroundings and, from a management perspective, manage its external relationships. Students must choose an analytical perspective within the theme of the theme seminar which they will then write an essay on.
Teaching and working methods	There will be a number of theme seminars lasting 2-4 hours. Examples and descriptions of situations will be used to delimit the scope of the discussion. These have been prepared specifically for this purpose or be available in materials from empirical studies. The students' own empirical observations will be included in the seminar, as they will individually make contact with businesses and describe how these work with their surroundings. At the start of the seminar, theories and examples will be studied, discussed and presented. Subsequently, situations and research questions will be discussed in relation to papers that the students will prepare drafts for over the course of the seminar. At the end of the seminar, the students will present their drafts for their papers and receive feedback from an opponent, followed by a plenary discussion.
Type of activity	Elective course
Form of examination (p1)	<p>Individual written take-home assignment in a research question of own choice.</p> <p>The character limit of the assignment is: 16,800-21,600 characters, including spaces. The character limit includes the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The students start writing the take-home assignment during the course. The duration is 7 days and may include public holidays. The submission deadline will be announced on study.ruc.dk.</p> <p>Assessment: 7-point grading scale.</p>
Form of Re-examination (p1)	Samme som ordinær eksamen
Exam code(s)	Exam code(s) : U41131

Course days:

Hold: 1

The Firms External Relations - B2B (BAL, BS, VL, VS)

time	07-09-2020 16:15 til 07-09-2020 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	06.2-007 - teorirum 06.2 (hybridlokale) (67)

Teacher	Christian Skjald (cskjald@ruc.dk) Niels Nolsøe Grünbaum (grunbaum@ruc.dk)
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The Firms External Relations - B2B (BAL, BS, VL, VS)

time	14-09-2020 16:15 til 14-09-2020 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	06.2-007 - teorirum 06.2 (hybridlokale) (67)
Teacher	Christian Skjald (cskjald@ruc.dk) Niels Nolsøe Grünbaum (grunbaum@ruc.dk)

The Firms External Relations - B2B (BAL, BS, VL, VS)

time	21-09-2020 16:15 til 21-09-2020 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	06.2-007 - teorirum 06.2 (hybridlokale) (67)
Teacher	Christian Skjald (cskjald@ruc.dk) Niels Nolsøe Grünbaum (grunbaum@ruc.dk)

The Firms External Relations - B2B (BAL, BS, VL, VS)

time	28-09-2020 16:15 til 28-09-2020 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	06.2-007 - teorirum 06.2 (hybridlokale) (67)
Teacher	Christian Skjald (cskjald@ruc.dk) Niels Nolsøe Grünbaum (grunbaum@ruc.dk)

The Firms External Relations - B2B (BAL, BS, VL, VS)

time	05-10-2020 16:15 til 05-10-2020 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	06.2-007 - teorirum 06.2 (hybridlokale) (67)
Teacher	Christian Skjald (cskjald@ruc.dk) Niels Nolsøe Grünbaum (grunbaum@ruc.dk)

The Firms External Relations - B2B (BAL, BS, VL, VS)

time	19-10-2020 16:15 til 19-10-2020 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	06.2-007 - teorirum 06.2 (hybridlokale) (67)
Teacher	Christian Skjald (cskjald@ruc.dk) Niels Nolsøe Grünbaum (grunbaum@ruc.dk)

The Firms External Relations - B2B (BAL, BS, VL, VS)

time	26-10-2020 16:15 til 26-10-2020 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	06.2-007 - teorirum 06.2 (hybridlokale) (67)
Teacher	Christian Skjald (cskjald@ruc.dk) Niels Nolsøe Grünbaum (grunbaum@ruc.dk)

The Firms External Relations - B2B (BAL, BS, VL, VS)

time	02-11-2020 16:15 til 02-11-2020 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	06.2-007 - teorirum 06.2 (hybridlokale) (67)
Teacher	Christian Skjald (cskjald@ruc.dk) Niels Nolsøe Grünbaum (grunbaum@ruc.dk)

The Firms External Relations - B2B (BAL, BS, VL, VS)

time	09-11-2020 16:15 til 09-11-2020 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	06.2-007 - teorirum 06.2 (hybridlokale) (67)
Teacher	Christian Skjald (cskjald@ruc.dk) Niels Nolsøe Grünbaum (grunbaum@ruc.dk)

The Firms External Relations - B2B (BAL, BS, VL, VS)

time	23-11-2020 16:15 til 23-11-2020 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

location	06.2-007 - teorirum 06.2 (hybridlokale) (67)
Teacher	Christian Skjald (cskjald@ruc.dk) Niels Nolsøe Grünbaum (grunbaum@ruc.dk)

The Firms External Relations - B2B - Exam (BAL, BS, VL, VS)

time	02-12-2020 10:00 til 02-12-2020 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

The Firms External Relations - B2B - Reexam (BAL, BS, VL, VS)

time	26-02-2021 10:00 til 26-02-2021 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt