

# **International Cultural Studies**

**Study programme at the  
Department of Culture and Learning, Aalborg  
University, for international guest students**

## **SPRING 2026**

**(Updated November 2025)**



## **COURSES AND PRACTICAL INFORMATION**

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## About the study programme INTERNATIONAL CULTURAL STUDIES (ICS)

### What is the academic focus?

The International Cultural Studies (ICS) Programme's academic focus lies mainly on culture, language, communication, international studies, politics, globalisation, and organisations.

### What is the language of instruction?

The language of instruction and project supervision within the ICS programme is mainly English. Students with intermediate or advanced Danish-language proficiency may select from a range of courses that are taught in Danish. Please contact the ICS coordinator for more information on Danish courses.

### Who are your fellow students?

ICS is integrated with the ordinary bachelor and master programmes for students in the Department of Culture and Learning at the Faculty of Social Sciences and Humanities at AAU. Approximately 10-20 international guest students, primarily from partner universities in Asia, Europe, and the US, enroll in the ICS programme each semester.

### Which teaching and evaluation methods are used?

A key concept of all educational activities at Aalborg University is **Problem-Based Learning (PBL)**. These six principles constitute the Aalborg model of PBL:

1. The problem as point of departure
2. Projects organised in groups
3. The project is supported by courses
4. Collaboration - groups, supervisor, external partners
5. Exemplarity
6. Student responsibility for learning

**It's important that you acquaint yourself with the PBL principles – follow the links here:**

- Booklet: [https://prod-audxp-cms-001-app.azurewebsites.net/media/mmmjbthi/pbl-aalborg-model\\_uk.pdf](https://prod-audxp-cms-001-app.azurewebsites.net/media/mmmjbthi/pbl-aalborg-model_uk.pdf)
- Films: <https://www.pbl.aau.dk/films/>



**Teaching is organized at two levels:**

**1) Courses**

Some courses will take the form of lectures with up to approximately 80 students attending. Others will be offered as seminars with 10-30 students. Classroom activities include e.g. class attendance, participation in class discussions, and oral presentations. All students are expected to complete recommended readings and exercises and actively participate by contributing to discussions and presenting papers etc. The examination formats for courses vary but may be topic papers or on-site written or oral exams.

**2) Problem-based project work**

Students who work individually or in groups formulate a problem or question of a theoretical or practical nature that relates to their project. Under tutorial supervision, they then collect and analyse data and discuss possible solutions to the problem. They submit a written project report (as a group or individually) and sit for an oral project examination at the end of the semester. **It is only possible to register for ONE project each semester.**

**Where do I find course information?**

More detailed course descriptions and information (than in this catalogue) can be found in the Moodle room for each course. Also, readings, contents, tasks etc. are listed in the individual course room in Moodle. The project modules do not always have a Moodle room. When you have gained access to the AAU Moodle system, you can search for each of your courses, click the enroll button and find the information. It's important that you read this information carefully – and follow updates - so that you know what is expected.

Schedules of courses will be provided to guest students at the beginning of each semester.

**Where and how often do course sessions take place?**

Unless otherwise stated, classes are in the Kroghstraede 3 (KSt3) building, 9220 Aalborg East, Denmark. The classes usually meet once each week for two hours (2 x 45 min. including a 15 min. break) during the first eight to ten weeks of the semester.



### **How do I register for courses?**

There are two registration periods: About two weeks before the start of each semester, you will receive an e-mail from the ICS coordinator asking you to e-mail your pre-registration of courses you wish to attend, based on the course information available at the ICS website by that time. You will then be required to confirm or amend your course selection during the first two weeks of the semester. No changes in registration are permitted after that time.

### **How many ECTS credits are required for full-time enrolment?**

The International Cultural Studies programme defines a full-time academic programme as 30 ECTS credits for one semester and 60 ECTS points for two semesters. Full-time registration may consist of 6 5-ECTS courses or 4-5 courses and a written project each semester, including oral project exam. Students receive from 10 to 20 ECTS points for their projects, and typically 5 ECTS credit points for courses that are assessed separately, i.e. without a project assessment. **ICS students are required to enroll in a minimum of 30 ECTS points. The maximum number of ECTS points allowed each semester is 35.**

### **What are ECTS credits?**

ECTS credits are a numerical value (between 1 and 60) given to course units to describe the student workload required to complete them. They reflect the quantity of work each course unit requires in relation to the total quantity of work necessary to complete a full year of academic study at the institution. Lectures, practical work, seminars, tutorials, fieldwork, private study (in the library or at home) and examinations are included when estimating the quantity of work required for a course or a project. In other words, **one ECTS credit approximately equals 28 student working hours**, including participation in lecture sessions, readings, preparation of class presentations, and exam work.

### **How are ECTS credits awarded by ICS?**

Each programme affiliated with ICS allocates ECTS credit points based on the study regulations of the degree programme that has been approved by the Danish Ministry of Higher Education and Science.

### **Will I receive a degree from Aalborg University?**

ICS is not a degree granting programme. However, you will receive an official Aalborg University ECTS Transcript (Transcript of Records) with the titles of the courses and project work you have completed, the grades you received for your work, and the number of ECTS points you were awarded. The ToR will be sent to you per email in the beginning of the following semester when all exam results are ready. You don't have to ask for it.

If you need a temporary transcript, you may use STADS self-service - link here:

<https://www.students.aau.dk/practical/it/stads>

## Eligibility and requirements

### Academic level

Undergraduates are expected to have completed a minimum of one year of undergraduate studies within the humanities or social sciences. If you wish to enroll in MA level courses, you should have completed at least two years of related undergraduate study.

### Language skills

Proficiency in English is required of all applicants. Please check the English requirements here:

<https://www.en.aau.dk/education/apply/exchange#language-requirements>

### Personal characteristics and skills

In general, all guest students should be mature, interested in learning about and experiencing other cultures, and able to work both independently and in groups.

### General programme requirements and restrictions

The study programme into which you are admitted will consist of a number of courses at your own option. Minimum registration per semester is 30 ECTS credit points. Maximum registration per semester is 35 ECTS credit points.



## Practical information

### Application deadlines

For students applying for a fall semester: **1<sup>st</sup> April**

For students applying for a spring semester: **October 1<sup>st</sup>**

### Application for exchange

Please see the documentation requirements here:

<https://www.en.aau.dk/education/apply/exchange#documentation-requirements>

### ICS Coordinator

The ICS programme is coordinated by Anne Grethe Pedersen (ics@ikl.aau.dk), who approves applications and course selection and advises students on academic, social, and cultural matters. In addition, Anne Grethe is Associate Professor at the Department of Culture and Learning and teaches in the CCG programme. Her office is room 5.204 (1<sup>st</sup> floor) at Kroghstraede 3, 9220 Aalborg East.



### Academic calendar

#### Fall semester: 1<sup>st</sup> September - 31<sup>st</sup> January

Late August: Orientation

September 1: Classes begin

Mid-September: Final registration for courses and project

Early/Mid-November: Classes end; full-time work on project begins

November and January: Written and oral exams

Mid-December: Project reports due

December – January: Project exams

#### Spring semester: 1<sup>st</sup> February – 30 June

Late January: Orientation

February 1: Classes begin

Mid-February: Final registration for courses and project

Early April: Classes end; full-time work on project begins

April – June: Written and oral exams

Mid-May: Project report due

June: Project exams

## Semester Introduction

Both the International Office and the coordinator of the ICS programme offer orientation and introduction events at the beginning of each semester. You are expected to attend these events as important information is shared.

## International Office

The International Office plays an important role in the international activities of the University. See their website for important information: <https://www.newstudents.aau.dk/master#arrival-and-welcome---aalborg>

## Buddies

The ICS programme relies on a number of student buddies for international students, appointed by the International Office. International students may apply for a buddy when admitted. You can apply here: <https://www.newstudents.aau.dk/bachelor#buddy-network---aalborg>

## Housing

Because Aalborg University does not itself own residence halls, most of the international students from exchange partner universities live in privately owned residences called *kollegium*, or in rented rooms and apartments contracted by the university. Accommodations typically include a single room furnished with bed, desk, and closet. Sometimes you have your own kitchen and bath; sometimes the kitchen and bath are shared. In your enrolment letter you'll find a link ([www.newstudents.aau.dk](http://www.newstudents.aau.dk)) for accommodation where you can apply for housing. Please apply as soon as possible. Aalborg University's International Accommodation Office will arrange your housing.

## Costs

The cost of attending International Cultural Studies will vary from individual to individual, depending on their lifestyle. There are, however, minimum costs that all students should anticipate. When you apply for a visa, you will need to provide documentation that you have at least 6,820 DKK (2024 level) for each month you are going to stay in Denmark. 1 semester = 5 months.

## Financial aid

Students from European partner universities can apply for scholarships through the Erasmus+ Programme. Information about Danish Government Grants can be obtained at Cirius or at the Ministry of Education in your country. Students from non-partner universities in the United States may be able to apply for Stafford Loans from the US Department of Education. AAU's Identification number is 02604300.

## Academic transcript

An academic transcript will be provided at the end of each semester. We will email you the transcript when all exam results, including re-exam results, are available, i.e. end of August and end of February. You don't need to do anything to receive the ToR. The transcript lists the titles of all courses and projects you completed, the number of ECTS credits points you earned, and the grades you received.

Grades are awarded in accordance with the Danish 7-point scale (see <https://ufm.dk/en/education/the-danish-education-system/grading-system>) or as Passed/Not Passed. A recommended grade conversion scale will also be provided. If you want to check your grades etc. during the semester, you may log into STADS Self-Service system: <https://www.students.aau.dk/practical/it/stads>

## In short

- ICS students should select courses, including for example a project module, totaling 30-35 ECTS. Students are typically required to complete 4-6 courses. It is only possible to include one project module.
- The examination formats for the courses vary. It is the student's own responsibility to find available information relevant to them in Moodle. You may also find the relevant curriculum here: <https://studieordninger.aau.dk/>
- Written assignments must be submitted via Digital Exam by the submission deadline indicated. Please note that at AAU **one page is defined as 2400 characters including spaces**.
- Please note that some projects require an oral defense in January. The exam dates will be published online in the individual study programmes' Study Secretariats' fora in Moodle.
- Unless otherwise stated, all classes are in the Kroghstraede 3 (KST3) building, 9220 Aalborg East, Denmark.
- **Please check your AAU email AND Moodle every day for any changes regarding courses etc.**



## Courses offered in the ICS programme

The courses offered by the ICS programme are presented on the following pages.

**Please be aware of the ‘codes’ in front of each course/module:**

**Study programme abbreviations** (ENG, LISE, CCG, IBC, and TOU) **are followed by BA** (Bachelor) **or MA** (Master) **and semester** (2nd, 4th or 6th) in the list below.

The ‘codes’ are used to help identify the level and programme in which the course is offered. **For example, LISE-BA-4 is a course for students in the study programme Language and International Studies at BA-level in the 4<sup>th</sup> semester.** Both BA- and MA-level courses are available to exchange students within ICS, but you must make sure that your home university can approve your choice.

**ENG:** Courses offered by the *English Studies* **BA** programme.

**LISE:** Courses offered by the *Language and International Studies* **BA** programme.

**CCG:** Courses offered by the *Culture, Communication and Globalization* **MA** programme

**IBC:** Courses offered by the *International Business Communication* **BA** and **MA** programmes.

**TOU:** Courses offered by the *Tourism* **MA** programme.



## Courses offered by the ENGLISH STUDIES (ENG) programme

### ENG-BA-2 Texts and Contexts: Project Module [15 ECTS]

NO SEPARATE COURSE

Official title on transcript: Texts and Contexts

Must be taken in combination with the three ENG-2 courses Texts and Contexts, British History and American History.

#### Module description

The module comprises the following activities: The courses Texts and Contexts, British History and American History will help students prepare for project work, with supervision provided by a professor.

Supervision: A professor will be allocated as supervisor during the project period.

**Please note that all ENG-BA-2 courses MUST be combined with project work: The courses will not be separately graded.**

#### Assessment

The courses Texts and Contexts, British History and American History may only be assessed by a project exam (see above). Assessment is by a written project plus an oral defense. A specific grade is awarded.

### ENG-BA-2 Texts and Contexts

#### Course description

The main aim of this course is to introduce you to ways of thinking about the past and especially about the relationship between context and text. While you (i.e. those of you who major in English Studies) in your first semester project examined the link between text and literary history, this semester emphasizes the cultural and social contexts rather than the 'purely' aesthetic one of literary history. Together with the courses on British and American history, this course prepares you for your semester project work.

Please note that the course MUST be combined with project work. The course will not be separately graded.

### ENG-BA-2 British History

#### Course description

In this course we will explore cultural and social aspects of the modern history of the United Kingdom of Great Britain and Northern Ireland from the 18th century till today.

Please note that the course MUST be combined with project work. The course will not be separately graded.

## ENG-BA-2 American History

### Course description

This course aims to introduce you to general tendencies in American history and culture. It also aims to acquaint you with central issues related to history as an academic discipline.

Please note that the course **MUST** be combined with project work. The course will not be separately graded.

## ENG-BA-4 Elective: Visual Culture [5 ECTS]

### Course description

This elective asks where 21st century visual culture is headed. With the current trends of convergence, distinctions between film, tv, streaming, and videogames blur. We will focus on issues of animation, blockbusters, seriality, transmedia, and unruly media, while developing a critical vocabulary for analyzing visual works.

### Assessment

Take-home assignment on a lecturer-decided topic. Maximum 8 pages. A specific grade is awarded.



## **Courses offered by the LANGUAGE AND INTERNATIONAL STUDIES (LISE) programme**

LISE is an interdisciplinary BA-level programme focusing on international politics, culture, and English language skills. It thematizes itself around international relations, studies in cultural globalization, international organization, and the use of language in society and regional studies. It features an international student body and helps position students for a range of MA programmes concerning politics, culture and communication across the humanities and social sciences.

PLEASE NOTE: Students taking LISE project modules and signing up for the larger semester research project, which is the general focus of the university's educational model, PBL – Problem Based Learning (<https://www.en.aau.dk/about-aau/profile/pbl>) - are required to take the background project courses. Students should be aware that those courses have grades of their own and are leading to a project that is graded in itself.

### **LISE-BA-2 Discourse Studies: Theories and Methods [5 ECTS]**

#### **Course description**

This course provides students with valuable, practical experience in using a range of methods for analysing power and ideology in text, talk and social interaction appropriate for undertaking a group project in the field of discourse studies relevant for English language/international studies students.

#### **Assessment**

Exam portfolio (a range of shorter assignments collected together). A specific grade will be awarded.

### **LISE-BA-2 Contemporary Social and Political Discourses [5 ECTS]**

#### **Course description**

The course engages with a variety of the discourses that maintain, normalise, negotiate and challenge various social and political phenomena such as globalisation and international encounters and relationships. By discussing how diverse scholars approach and examine different discourses (for instance, discourses of international relations, gender and ethnicity, racism, and climate change), the course aims at demonstrating how discourse analytical methods can serve as a pathway for critical enquiries into how aspects of social and political structures and processes are mutually constituted through interaction and diverse formats of language-in-use.

#### **Assessment**

The examination is an individual exam portfolio. A specific grade will be awarded.

## **LISE-BA-2 Project in Language, Politics and Society [10 ECTS]**

### **Project description**

The objectives for the Language, Politics, and Society project include the acquisition of competencies to apply relevant theories and methods for the analysis of linguistic and/or discursive phenomena and their use in social, cultural, and political context.

**Supervision:** A professor will be allocated as supervisor during the project period.

### **Assessment**

The project is assessed on the basis of the project report prepared by the student(s) and the oral defense of the project. Max. 15 pages per student in the project group, alternatively max. 20 pages for an individual project report. Time allotted for the oral defense: 30 minutes per student. The emphasis in the assessment is on the written report. A specific grade will be awarded.

## **LISE-BA-2 Key Concepts in the Humanities and Social Sciences [5 ECTS]**

### **Course description**

This course provides an introduction to some of the historically important works of cultural, social and political theory across the humanities and social sciences. Students will read important texts to the modern history of ideas and liberal arts in order to gain a grounding knowledge of essential problems in social analysis, cultural and historical change as well as to have the opportunity to consider their political consequences. Though not a philosophy course, the class will have a philosophical feel. The purpose is to assure that students have had sufficient contact with basic, building-block ideas in the humanities and social sciences.

### **Assessment**

Take-home essay, with a specific grade awarded.

## **LISE-BA-2 Grammar [5 ECTS together with Academic Communication]**

This course is assessed together with Academic Communication below, for 5 ECTS in total.

Official title on transcript: English Communication and Grammar

### **Course description**

This semester, our focus will be on grammar in the world – that is, how grammar is used in different genres, including journalism, academic writing, and bureaucratic writing. We will also continue to practice identifying sentence types and structures.

### **Assessment**

Take-home essay, with a specific grade awarded.

## **LISE-BA-2 Academic Communication [5 ECTS together with Grammar]**

This course is assessed together with Grammar above, for 5 ECTS in total. Official title on transcript: English Communication and Grammar

**Course description**

This is the Academic Communication part of the module English Communication and Grammar.

**Assessment**

Take-home essay, with a specific grade awarded.

**LISE-BA-4 Cultural Globalization, Theories and Methods [5 ECTS]****Course description**

The course covers different perspectives on cultural globalisation, including theories of global cultural changes and connections between economic, political, and cultural globalisation. This includes topics such as global media, commodity chains, time-space compression, and debates about cultural homogenization versus diversification. We use examples from different case studies covering various national and regional contexts.

**Assessment**

Take-home essay. A specific grade is awarded.

**LISE-BA-4 International and Intercultural Communication [5 ECTS]****Course description**

The purpose of the course is to introduce the student to key concepts in intercultural communication and to the most dominant approaches to the study hereof. The course addresses a broad range of social and political issues in which cultural and intercultural aspects become salient. Such issues include (but are not limited to) cultural values in human rights debates, identity politics, cultural positions in gender politics, and intercultural communication challenges in development and aid work.

**Assessment**

Exam portfolio. A specific grade will be awarded.

**LISE-BA-4 Intercultural Studies Project [10 ECTS]****Project description**

The module consists of lecturer-supervised problem-oriented project work within the field of Intercultural Studies. It is a requirement for completion of the module that the 'International and Intercultural Communication' course has been completed and that the take-home assignment in extension of the 'Social and Cultural Globalization: Theories and Methods' course has been submitted.

**Project objectives**

Students should gain knowledge and understanding of a selected topic within the field of intercultural studies on the basis of a written project. The topic will derive from the project courses of the semester. Students must identify, address, and analyze issues in which intercultural relations play a significant role, for example at international or inter-group level. Students are expected to address such issues on the basis of relevant theory and systematic analysis of data material and to be able to discuss their work using concepts and terms appropriate to the intercultural studies field.

**Supervision**

A professor will be allocated as supervisor during the project period.

**Assessment**

The project is assessed on the basis of the project report prepared by the student(s) and the oral defense of the project. Max. 15 pages per student in the project group, alternatively max. 20 pages for an individual project report. Time allotted for the oral defense: 30 minutes per student. The emphasis in the assessment is on the written report. A specific grade will be awarded.

**LISE-BA-4 International Human Rights [5 ECTS]****Course description**

This course is intended to acquaint students with basic dimensions of the world of international human rights: foundational elements of the international human rights regimes, important documents in the history of human rights and the contemporary world of human rights conventions, human rights philosophy, and a range of topical issues in human rights such as human rights and statelessness, human rights in international relations, etc. Through the course, students should gain insight into major discourses, conceptual and practical problems around international human rights.

**Assessment**

Take-home essay. A specific grade is awarded.

**LISE-BA-4 Religion, Society and Politics [5 ECTS]****Course description**

This course addresses the relation between religion, social identity, and political relations between groups and states. Focusing primarily (but not exclusively) on the Abrahamic faiths, the question is religious perspectives as a point of political contestation, the intersection of religion and cultural identity, the variety and multiplicity of religious beliefs and worldviews, and the question of political standards in the face of religious diversity and difference. Through the course, students should gain insight into religion as a site of contestation on the field of international politics.

**Assessment**

Take-home essay. A specific grade is awarded.

**LISE-BA-6 European Union [5 ECTS]****Course description**

This course will provide you with a basic introduction to the historical development of the EU, its institutions (e.g. the European Commission, the European Parliament etc.), as well as to the overall power structure and the competences of the EU. You will receive an insight into various theories of European integration, covering both sociological and political science approaches to the integration process. Moreover, this course provides you with a basic knowledge on public opinion in the EU, and an insight into the discussion of the EU's democratic deficit.

**Assessment**

Take-home essay. A specific grade is awarded.

## **LISE-BA-6 International Political Economy [5 ECTS]**

### **Course description**

This course should take students through an introductory level look at international political economy: the influence of global politics on economics and the influence of international economic structures on political decisions and institutions. Though for humanities students, the course should help gain insight into the relation between economics and social and political processes.

### **Assessment**

Take-home essay. A specific grade is awarded.

## **LISE-BA-6 Corporate Social Responsibility [5 ECTS]**

### **Course description**

The purpose of the course is to analyze and discuss the social and political role of private business in contemporary societies. Faced with multiple social, political, and environmental crises, can we expect private companies play a positive role? This course will help think through this question.

### **Assessment**

Take-home essay. A specific grade is awarded.

## **LISE-BA-6 Intercultural Relations Management [5 ECTS]**

### **Course description**

The elective develops students' capacity to analyse the dynamics at work in intercultural encounters. Intercultural relations are explored holistically, with a consideration of how the combination of factors such as setting, people, language, affect and cognition impact actors' ability to act and interact with people perceived as 'different'. Part of the course will consist of casework, encouraging participants to apply theoretical and practical knowledge on real-life examples.

### **Assessment**

Individual portfolio. A specific grade is awarded.



## Courses offered by the CULTURE, COMMUNICATION AND GLOBALIZATION (CCG) programme

The Master's programme in Culture, Communication & Globalization offers three disciplinary profiles: 'Consumption and Market Communication' (CMC); 'Organisation and Leadership' (O&L), and 'International Politics, Migration and Movements' (IPMM).

In the spring semester of the CCG Master's programme, ICS students can acquire **5 ECTS** in each of the following courses:

- 1) the elective **Current Issues II** course
- 2) the Arctic specialization course **The Arctic in the Age of Globalization**
- 3) a **Profile Course II** - Please note that you can only gain ECTS from one of the three profiles. The two courses that are offered within each profile have a joint 5 ECTS exam which is an individual written exam.

### CCG-MA-2 Elective Course: Current Issues II [5 ECTS]

#### Course description

Current Issues II will focus on Films, Politics and Society. In this course we will discuss how politics can be 'seen' or made visible through films and series. During the course we will discuss contemporary politics and themes as borders and border struggles, class issues, community, migration, racism and sexism. We will examine how politics and political messages are embedded in film, what kind of political representation they bring forth, how films and series can politicize specific topics. Movies can visualize topics that can be invisible for a larger audience and bring in political debate and analysis where it is often absent. They can translate political issues and contestation from one societal context to the other, can help us identify commonalities across diverse geographies and societies. They can be experiments and laboratories for utopian thinking and illustrate progressive and repressive forms of governance. They can help us discuss challenges to democracy in the past, present and future. Movies can in this way be treated and analysed as empirical material and put in relation with other kinds of academic and non-academic material to discuss contemporary political issues.

#### Assessment

Internally assessed oral exam based on a project/subject description, graded.

### CCG-MA-2 The Arctic in the Age of Globalization [5 ECTS]

The CCG Master's programme offers a specialization with a focus on Arctic communities and globalization. Through theories of identity-building, inter-cultural communication, international relations and sustainable development, the courses provide an advanced understanding of the Arctic region and its relationship with the rest of world, considering historical, social, political and cultural dimensions.

On the basis of relevant theories of, i.a., international relations and sustainable development, this course focuses on the Arctic in a period of human history when global actors such as nation-states, supranational entities and multinational companies are increasingly interested in Arctic conditions and are investing resources in the region. The course explores the nature and consequences of globalization processes in the Arctic, as well as responses in the form of mitigation and resistance from within the region. Sessions of the

course will be based on theoretical texts and empirical case material and will include interactivity in the form of class or group discussions and workshops.

#### **Assessment**

Internally assessed written exam: 48-hour, take-home assignment (max. 10 pgs.), graded.

**CCG-MA-2 Profile: Consumption and Market Communication (CMC):** consumer studies and market communication, with a special focus on intercultural communication and culture studies.

#### [CMC-MA-2: Cultural Branding and Experience Economy](#)

##### **Course description**

In this course, we focus on various aspects of branding in intercultural and/or international contexts. These aspects include, for example, cultural differences, branding strategies and practices, strategic storytelling, brand communities, as well as ethical and sustainable consumption. In addition to this, we investigate and discuss contextual factors that influence the possibilities and limitations of branding initiatives. We start by investigating the meaning and implications of experience economy and experience design.

#### [CMC-MA-2 Consumption and Cultural Theory](#)

##### **Course description**

This course discusses social and cultural theories that are commonly used in a critical analysis of consumption. The main question is how reading of these theories can inform our understanding of the phenomena of consumption in the past, present and the future. In addition to application of the theories to practice, we will make room for critical discussion of these theories. Therefore, our goal is to focus on thoughtful analysis of the texts and contexts of theories. While reading 'closely' small portions of texts, we'll reflect and discuss main ideas and how such ideas work empirically. The course is centered around a number of activities (group and individual) and a high level of student involvement for the purpose of assisting student learning. The success of these activities is premised on students' careful reading and preparation before coming to class.

**CCG-MA-2 Profile: Organization and Leadership (O&L):** organisational culture and management, with a special focus on intercultural understanding and multi-cultural management.

#### [O&L-MA-2: Communicating Organizational Change](#)

##### **Course description**

Organizational change is a constant problem facing contemporary organizations, and leaders often struggle with the best ways to manage organizational change. However, rather than perceiving change as an issue or problem, some scholars argue that change is the natural state of organizing and the inability to change is the real problem. And organizational communication scholars attending to language, discourse, and other meaning-making activities as *the* practices that create and maintain organizations refocus their attention on communication as *the* process that can facilitate or stifle organizational change. This course focuses on the practice of communication as related to organizational change. We will begin the class with an introduction to communication and recent theorizing on how communication constitutes organizations

(and change). We will then develop a framework for understanding organizational change from a communicative perspective. During the sessions we will review the different approaches for studying and practicing organizational change. We will move from traditional top/down managerial approaches toward critically exploring participatory organizational change practices that embrace conflict, promote engaged dialogue, and encourage collaboration in ways that enable mutually-supportive organizational change – especially as related to contemporary intercultural, global organizations and international contexts. The class is especially designed for future leaders who will face planned and unplanned changes to their organizations.

## O&L-MA-2: Organisational Culture and Communication

### Course description

In today's global world, organisations strive to differentiate themselves from each other and to make their organisation the best place to work. The course mainly takes an internal perspective to organisations navigating in global contexts. We focus on different approaches to organisational culture and organisational communication, and we look at organisational identity, internal communication, employee voice, organisational responsibility, crisis and change communication in order to understand the different dynamics and processes that make up organisations.

## CCG-MA-2 Profile: International Politics, Migration and Movements (IPMM):

international politics and relations, with a special focus on issues relating to global politics, migration, civil society, and movements.

## IPMM-MA-2: Nations, Nationalism & Populism

### Course description

National identity has been one of the world's most powerful and contested ideologies for the past two centuries. As globalization and increasing European integration have produced an increase in transnational linkages, the rise of an increasingly culturally and socially, as well as economically and politically, integrated world, and the empowerment of supra- and sub-national entities, may lead us to question the continued relevance of nations and nationalism. However, the relationship between nations, nationalism and globalization has turned out not to be a simple zero-sum game: national identity and nationalism have survived, in fact in some places seem to be thriving after spectacular (re-)awakenings. Sometimes in the classic forms, but more often as neo-nationalist movements, such as civic autonomism or protests against unchecked neo-liberal or undemocratic aspects of globalization. The aim of this course is to discuss both the theoretical underpinnings as well as concrete empirical examples of how nations and nationalism has been debated, contested, and provided impetus for political and social mobilisation, indeed for populism. The lecturers do so drawing on each their respective fields of expertise.

## IPMM-MA-2: International migration and ethnic relations

### Course description

The International Migration and Ethnic Relations course seeks to introduce to broader migration theory. During the course issues such as migration flows, reasons for migration, impact of migration, asylum,

integration and accommodation will be addressed and discussed. In an increasingly globalized world, the relevance of migration and integration have become very significant. The process of integration plays a significant role and increased ethnic diversity may be experienced as a challenge to societies and create increased discrimination. The lectures during this course will address various issues connected to migration and integration processes.



## **Courses offered by the INTERNATIONAL BUSINESS COMMUNICATION (IBC) programme**

International Business Communication (IBC) is a study programme which places special emphasis on companies' international relations and in this context focuses on four separate, yet inter-related elements: language, communication, marketing, and intercultural competence. The programme offers courses/modules at both BA- and MA-level.

International guest students can choose freely between the courses, attend the same classes, and sit the same examinations as their fellow Danish students. Teaching in most subjects takes place over an approximately 8-10-week period from the beginning of February.

Students writing a project alone or in groups receive supervision by teaching staff during the project period. The examination period for all subjects is normally from mid-April until end of June.

### **IBC-BA-2 Rhetorics (5 ECTS)**

**Official title on transcript:** Rhetorics

#### **Course description**

This course will focus on producing and analyzing persuasive texts in organizational contexts. The module will introduce various rhetorical tools, argumentation strategies, linguistic approaches and presentation formats as they are connected to specific audiences and international business-related contexts. The focus of the module is on understanding and producing persuasive oral communication in such contexts that is clearly informed by theories, tools, and strategies of persuasion learned in the course.

#### **Assessment**

Examination (20 minutes in all) takes the form of an oral presentation by the student which relates to a certain rhetorical communication situation. The context for the presentation will be provided to the student two days before the examination is held. A grade will be awarded.

### **IBC-BA-2 Business Knowledge (5 ECTS)**

**Official title on transcript:** Business Knowledge (English)

#### **Module description**

The module deals with basic company and business understanding both national and international as well as business and market conditions in selected English-speaking areas of the world. The module consists of two courses, "Business Knowledge" and "Business and Market", both of which students are required to attend, as knowledge acquired from both courses is required to pass the written examination. The "Business Knowledge" course serves as an introduction to business, understanding how businesses depend on and interact with their surroundings, and how markets and business models work. The course consists of eight double-lectures which will present how businesses are constituted by and constituents of their environment, business models and organisations. We look at value chains depending on types of business and industry, organisational structure and how businesses communicate internally and externally. The

“Business and Market” course, which also consists of eight double-lectures, has a more internationally oriented perspective with focus placed on business and market conditions in e.g. the UK and the USA.

### **Assessment**

Examination takes the form of an individual oral examination, further details of which will be given during the semester. Note that no grade is awarded, i.e. assessment is pass/fail.

## **IBC-BA-2 Culture, Communication and Organisation: Project Module [15 ECTS]**

Official title on transcript: Culture, communication and organisation

### **Module description**

The module requires students to attend the following **four** IBC-2 courses (see below): Introduction to Organisational Theory, Organisational Culture, PBL and Theory of Science, Introduction to Organisational Communication. These courses form the basis for project work and attendance (minimum 80%) is mandatory. **Note that they are not separately graded.**

**Supervision:** A professor will be allocated as supervisor during the project period.

**Assessment:** Assessment is by a written project followed by an oral examination. A specific grade is awarded.

### [IBC-BA-2 Introduction to Organisational Theory](#)

#### **Course description**

This course will introduce students to four fundamental theoretical perspectives on organisations. These perspectives have in common their recognition of communicative processes as key to a better understanding of organisational practices.

### [IBC-BA-2 Organisational Culture](#)

#### **Course description**

We often think of organisations as something ‘that is’, as an object which can be shaped, often with management as a key actor. However, organisations are much more than that, being, as they are, populated by people. In this course, we will take a look at different theories that have defined organisational culture, their pros and cons, and how they play out in real organisational contexts.

### [IBC-BA-2 PBL and Theory of Science](#)

#### **Course description**

This course builds on the introduction to Problem-based Learning from the 1<sup>st</sup> semester and introduces students to Theory of Science.

### [IBC-BA-2 Introduction to Organisational Communication](#)

#### **Course description**

The overall focus of the course will be on developing an understanding of organisational communication as a useful focus for the study and practice of organising. We will begin by discussing what it means to take a communicative approach to the study of organisations and offer a framework for understanding organisational communication. With attention on what is often categorized as 'internal communication', we will continue by exploring several different approaches to the study and practice of organisational

communication. We will focus on what scholars and practitioners are able to 'see' and 'do' if they embrace different discourses of organisational communication. We will conclude with a focus on putting these organisational communication approaches into practice.

## **IBC-BA-4/6 Project and Change Management (5 ECTS)**

**Official title on transcript:** Managing Projects and Organisational Change

### **Course description**

This course will give you a thorough understanding of theories and practices of managing and communicating organizational change. With a point of departure in a communication perspective, this course will deal with different types of organizational changes, with developing change communicating strategies, with designing and communicating activities and messages directed and external stakeholder groups as well as with the core processes involved in the management of organizational change. In this course we will not only view change as a something that unexpectedly disrupts organizational life, but indeed also as something that all organizations go through on a continual basis. Consequently, in order for an organization to thrive and prosper the organization's managers and communication experts therefore need to possess the knowledge, the competences, and the skills to anticipate, to handle, to overcome, and indeed to learn from changes as they occur. The course is designed as a series of lectures with built-in exercises and discussions during which theoretical concepts are translated into practice and applied to real-life cases.

### **Assessment**

Examination takes the form of attendance (at least 80%) *and* active participation, further details of which will be given during the course. If students fail to attend at least 80% of classes and/or fail to hand in the required assignments, the examination takes the form of a written assignment, further details of which will be given during the course. Note that no grade is awarded, i.e. assessment is pass/fail.

## **IBC-BA-6 Language, Communication and Professional Practice (5 ECTS)**

**Official title on transcript:** Language, Communication and Professional Practice

### **Course description**

This course in language, communication, and professional practice is comprised of **two components**.

The first component introduces to the idea of professionalism and the role of language and communication in professional practice. Specifically, we will discuss the idea of being a professional and consider the role of communication in professional genres focused on the constitution of texts/discourses as aligned with professional conventions, genres and cultural contexts. We continue by considering professions as communities of practice and discuss the complexities of professional identity, as well as contemporary challenges of 'being professional' and the consequences for communication. The introductory component of the course consists of three courses mixing lectures with in-class discussion.

The second component of the course extends beyond this introduction to focus more closely on the linguistic and discursive dimension of the professions and how this is expressed in organizational contexts, including how discourse also creates new types of professionalism. We will, among other things, work with the concept of genre and professional genres in the workplace, but also with the connections between culture, language and professional identity. The second component of the course consists of five courses,

which will alternate between presentation and discussion of central elements from the course literature (in the class and in groups) and work with different cases and assignments in smaller groups.

#### **Assessment**

Examination takes the form of a written take-home assignment, further details of which will be given during the course. A specific grade is awarded.

### **IBC-MA-2 Consumer groups and branding [5 ECTS]**

Official title on transcript: Consumer groups and branding

#### **Course description**

In this course focus will be placed on consumer culture and communities together with branding. As consumers, we join different groups and create different communities, which in turn may be very powerful and determining for our social surroundings and realities. Our knowledge of this (theoretical and empirical) will be applied to explore how it may be implemented in the branding approaches and strategies of organisations and businesses.

**Assessment:** Written 2-day take-home assignment. A grade is awarded.

### **IBC-MA-2 HR and Management Communication [5 ECTS]**

Official title on transcript: HR and Management Communication

#### **Course description**

The purpose of the course is to provide you with basic theoretical knowledge of HR and management communication in order to enable you to plan, lead and evaluate an organisation's HR initiatives based on the organisation's mission/vision/values.

**Assessment:** Written 2-day take-home assignment. A grade is awarded.

### **IBC-MA-2 PR and Strategic Market Communication of the Company: Project Module [15 ECTS]**

Official title on transcript: Public Relations and Strategic Market Communication of the Company

#### **Module description**

The project is based upon the following IBC-MA-2 courses (see below): Organisational Communication in Public Media and PR and Strategic Market Communication. **Note that they are not separately graded.**

**Supervision:** A professor will be allocated as supervisor during the project period.

**Assessment:** Assessment is by a written project followed by an oral examination. A specific grade is awarded.

## IBC-MA-2 Organisational Communication in Public Media

### **Course description**

The mass media are the most important external stakeholder for many organisations around the world. Special about the media is that they are concurrently (self-interested) players in public communication while at the same time providing public channels allowing other stakeholders of corporations to raise their voice. Consequently, dealing with the media is a complex challenge for organisations. We approach the topic primarily from the perspective of public relations research. We will position media relations as a task of issues management and discuss also its political dimension in the context of public affairs. The students learn about theoretical approaches which try to make sense of the relations between PR and journalism, and they will get familiar with media relations strategies.

## IBC-MA-2 PR and Strategic Market Communication

### **Course description**

The participants will become familiar with market communication strategies and reflect on societal implications. We will also cover critical perspectives and cover four distinct areas of market communication where societal implications become most visible: branding, event management, sponsorship and social media marketing.

## Courses offered by the TOURISM (TOU) programme

Tourism is an inter-disciplinary MA-level programme taught in English, focusing on current issues and challenges in tourism. The programme covers cultural and anthropological perspectives on tourism, as well as innovation, tourism policy and destination development, sustainability issues, market communication and place branding.

### TOU-MA-2 Innovation in Tourism [5 ECTS]

#### Course description

This course introduces students to theories and concepts related to innovation in a tourism context through a collaboration with a tourism organization. The course is based on an innovation challenge set by the case study organization and students work in small groups to develop a solution.

The course begins with an introduction to key models of innovation in tourism and the iterative process of design thinking (empathising, ideating, prototyping, testing, implementing). In the first or second week, the whole group visits the case study organisation and is introduced to the innovation challenge and key success criteria. During the course the students follow the design thinking process, working in small groups to conduct research with, develop prototype solutions and test them with users. Each teaching session begins with a short lecture/workshop on different aspects of innovation in tourism (e.g., innovation processes, smart tourism and digitalisation, green innovation) and in the second half the students work in their groups on the innovation challenge. A pitch-training session is organised in collaboration with AAU Innovation so that the students are prepared and get feedback on their performances. Each group receives a video of their pitch, and each group is also responsible for giving feedback to another group. The course ends with a session where the students pitch their ideas at an event attended by representatives of the case study organisation who give feedback on their solutions. A reflection workshop is held immediately after the final pitching session and students use an evaluation template to reflect on what they have learned, and what skills and competencies they would like to develop further.

**Assessment** The course is assessed on the basis of active participation in a minimum of 6 out of 8 sessions. No specific grade is awarded – the course is pass/fail.

### TOU-MA-2 Tourism Policy and Destination Governance [5 ECTS]

#### Course description

This course explores tourism policy in the context of destination development. The module starts from the premise that tourism planning and policy development takes place in a complex and dynamic social environment. Almost everyone working in tourism will engage with policy at some level – locally, regionally, or internationally. This module will provide you with a understanding of the policy process, an appreciation of the wider socio-political context, and the roles, interests and values of government, community and business stakeholders as they engage in the policy arena.

**Assessment:** The examination is a take-home assignment of maximum 8 pages. A specific grade will be awarded.