

Executive (20 ECTS)

Content:

- Statistics, 5 ECTS
- Economics, 5 ECTS
- Law, 5 ECTS
- Big Data Analytics 2,5 ECTS
 - o Opportunities and challenges of Big Data
 - o BI systems
- Management 2,5 ECTS
 - o Organizational Development
 - o Management Theories
 - o Change Management
 - o Compliance, CSR and Code of Conduct

Learning objectives:

The student shall have knowledge of:

- Descriptive statistics and probability theory
- Stochastic variables and probability distributions
- Scaling
- Regression analysis
- Variance analysis
- Possibilities and challenges of big data
- Different BI systems
- Relationship between the sourcing and production factors and production of goods and services
- The influence of different market structures on the parameter activity
- The classical cost distribution systems as well as activity-based cost systems (ABC costing)
- Conducting ordinary cost and profitability calculations in the short/long run
- Choice of investment opportunities before and after taxes
- Economical optimum lifetime and time for replacement in connection with investments
- Listing of investment calculations as basis for the choice of strategic alternatives with a long-term timeframe
- The significance of the financing concept for the choice of solutions
- Difference between Management and Leadership and their implications
- Theories on organizational development and methods for the implementation of organizational development
- Change management on different organizational levels including knowledge of management tasks, the role of a manager and possible conflicts in a change situation
- Resistance to change
- Different change models and strategies
- Acquire insight in employment rules under the laws, collective agreements, individual agreements and practices.
- Gain basic knowledge of what "Big Data" is, including sources of data ownership and what Big Data can be used to

The student shall have skills in:

- Calculating and interpreting different measurements of central tendency and variation

- Making probability calculations for stochastic variables/probability distributions
- Listing, conducting and analyzing a regression model with one or more explanatory variables, including a dummy variable
- Big data as a growth factor in business (both private + public sector?)
- Handling, selection and statistical treatment of data acquired through BI systems
- Applying core cost concepts related to making decisions
- Optimizing the parameter action based on cost and marketing conditions
- Optimizing the sale on a market with price sensitivity and a market with constant sales price
- Conducting sensitivity analyses in connection with investment considerations
- Conducting calculations of capital requirements and payment flows as basis of a listing of investment calculations both for fixed and current assets
- Conducting calculations of the effective interest rates of various loans and credits before and after taxes
- Justify the choice of funding concepts including debt and equity used in connection with investments in fixed and current assets
- Introducing and communicating financial solutions
- Include and assess the value of important players' experiences in e.g. organizational development
- Communicate ideas, suggestions and projects for organizational development
- Assess the need for change including the internal and external framework conditions
- Assess the challenges in a change situation including different reactions from employees
- Using different change models and strategies and their implication
- The ability to apply labor law to recruitment, during employment or upon termination of employment
- Assess business legal problems in relation to the rules of commercial use of Big Data

The student shall acquire competencies to:

- Independently interpret a regression model with one or more explanatory variables for a specific market and sales-related problem
- Assess specific probability calculations in connection with market and sales-related problems
- Assess descriptive statistics of market and sales-related problems
- Using smart big data, analytics and metrics to make better decisions and improve performance
- Increasing customer profitability through predictive modeling of likely consumer purchasing patterns
- Presentation of data and making forecasts from data through analyses
- Independently assess economic consequences of planned marketing activities
- Independently identify and analyze investment and finance opportunities qualitatively and economically as regards specific planning assignments
- Analyze and assess the consequences of different activities and changes of the organization and the implication for employees
- Using different management models to implement change
- Assess the development process and direction of the organization as well as the significance of organizational development
- Support both managers and employees in matters relating to employee conditions
- Independently acquire new knowledge in the field
- Apply and disseminate existing knowledge within the organization about the rules for commercial use of Big Data

Examination:

Statistics, economics and Law are tested according to common national standard see the programmes curriculum.

"Big Data" and "Management" are tested in a 4 hour written exam.