

Outgoing Programs
Macquarie International
Macquarie University
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www.international.mq.edu.au/abroad



Aarhus Business School, University of Aarhus Winter School 9 – 24 January 2012

Please note some details are not yet finalised and may change – always check with Macquarie Abroad for the most up to date information. Last updated 20 July 2011

See also: <http://www.asb.dk/article.aspx?pid=22913>

Overview

The Aarhus School of Business will again be running their Winter School program during January 2012. The program involves two key courses which cover European business and finance, communication and culture, as well as a week-long study trip to Brussels, Belgium.

The courses offered through the Winter School are most suited to students enrolled in Business-related degrees however students in non-Business related disciplines may also be able to gain elective credit toward their degree.

Students participating in the program will gain credit towards their Macquarie degree by taking subjects that may not be offered at Macquarie. The program also provides students with the opportunity to gain first-hand experience of Denmark and Belgium and meet a large number of students from all around the world.

In 2012, Aarhus will be willing to accept a maximum of **20 undergraduate students**.

Please note that this program has proved to be competitive in the past and places will be allocated based on academic merit, with consideration given to students' programs of study.

Application and eligibility

Students must apply online to Macquarie Abroad no later than **9th September 2010**. The application and instructions are available online at www.international.mq.edu.au/goingabroad/shortterm

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Successful students will then be guided through the rest of the application process for Aarhus.

All students **MUST** provide 2 email referees. The first **MUST** be a Macquarie Academic, while the second reference **MUST** be a non-academic referee.

Students must have a minimum GPA of 2.5 and must satisfy other criteria specified in the Student Exchange Terms and Conditions.

The Aarhus Winter School is open to Undergraduate students only.

Important Program dates

In 2012, the program will run for 3 weeks from 9th January to 24th January and will be structured as follows:

Week 1: 9-13 January

'Denmark and Europe'

Week 2: 16-20 January

'European Business and Finance' **OR** 'Corporate Communication in a European Context'

Week 3: 21-24 January

Study trip to Brussels. You may note on the ASB website that this study trip is optional for some students; however it is a compulsory part of the program for Macquarie University students.

Course details

All students will participate in the same course during Week 1, 'Denmark and Europe', and will all participate in the study trip to Brussels during Week 3. Students must choose one of two courses to study during Week 2, either 'European Business and Finance' **OR** 'Corporate Communication in a European Context'.

Classes during Weeks 1 and 2 will take place from 9:00 - 12:00 and 13:00 - 16:00 from Monday to Thursday.

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There will be an examination at the end of each course which will take place Friday from 9:00 - 12:00 both weeks.

All courses are a mixture of lectures, classroom workshops, discussions and exercises. Students should expect to spend at least one hour preparing for each lesson.

The Winter School requires students' full participation and attendance.

Details of courses offered during Weeks 1 and 2 can be found below. Please note that the itinerary for the Brussels trip during Week 3 has yet to be finalised, however details will be available on the Aarhus Winter School website shortly.

Week 1: 'Denmark and Europe'

Outline:

The course provides an introduction to Denmark and the Danes, Danish values and the Danish Welfare State. Additionally, the course will provide an understanding of Denmark's relation to the EU and Europe.

Topics covered:

1. Denmark and the Danes
2. Danish Values
3. The Danish Welfare State
4. The dynamics of European integration
5. The EU and member states
6. The EU policy process
7. EU enlargements
8. Is the EU a 'Superpower'?

Week 2, Option A: 'European Business and Finance'

Aarhus recommends that students have a background within Business in order to participate in this course.

Outline:

The European integration process has changed the European scene dramatically. Whether this development will continue and in which direction it is moving are questions essential to the strategic

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development of a company. The fact is that twelve European countries are using a common currency. In 2004 10 new countries joined the EU and in 2007 further 2 new countries joined. Some of the challenges related to these great historical events are covered in this course.

Topics covered:

1. The Danish Economy - an international perspective
2. European Economic Integration
3. Economic and Monetary Union
4. Social Policy
5. The European Union and Central and Eastern Europe

Week 2, Option B: 'Corporate Communication in a European Context'

Outline:

This course aims to provide students with a basic insight into theories and methodological approaches to corporate communication as an important upcoming and strategic discipline of today's business. The course will provide students with skills of planning and undertaking tasks of corporate communication in European companies and organisations.

Topics covered:

1. Corporate branding
2. Identity, image and reputation
3. Stakeholder relations
4. Communication Planning
5. Change and crisis communication

Program Assessment

All assignments and assessment will be conducted by ASB.

Grades are awarded on an individual basis for the written exams at the end of each course. Each exam will last for three hours and be an open book exam. Grades are given according to the Danish Grading System.

Each course carries a weight of 2.5 ECTS.

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Aarhus School of Business will issue an individual grade report for each participant. The grade report will be sent to Macquarie approximately one month after the completion of the Winter School. Students' grades will be issued as a Pass or Fail at Macquarie.

Credit Transfer

In previous years students have received **3** credit points worth of **BBA** or **ECON** credit at **200** or **300** level for the Aarhus program as a whole.

Undergraduate students must have their subject approved by the academic departments at Macquarie prior to leaving for Aarhus. More information about this process will be given to successful applicants after they have been accepted into the program by Macquarie.

Students will need to obtain a signature from the Exemptions Officer at the relevant department on a specific 'Study Plan' form. This will indicate the year level, subject area and credit point value of the unit being undertaken. Students should keep copies of all approval and enrolment forms.

Students wishing to know more about the approvals process can find information at <http://www.international.mq.edu.au/goingabroad/process/information.aspx?mi=621#results>

Costs

To apply to participate in the program, students must submit an application to Macquarie International via the online application system.

There is an **application fee** of **\$110** to apply for any short-term program. This fee must be received by the application deadline, and must be paid either in person at the MI Shop in Building E3A (payable by EFTPOS or credit card only), or online at the MI Shop webpage: <http://www.international.mq.edu.au/mishop/Products/Stock.asp?c=16>

Students will also be responsible for the following costs:

- **Accommodation** at Aarhus (cost to vary)

- **The Brussels trip** (approximately 250 Euros)
- **Airfare** (price subject to change depending on time of booking) Students must not purchase airfare or make travel arrangements until they have been formally accepted by Aarhus.
- **Living expenses** for the duration of the program. Amounts will vary according to personal taste and will include meals, travelling around Denmark and social activities.
- Students will be enrolled in a corresponding exchange unit at Macquarie for the Aarhus program. **Fees must be paid to Macquarie** for this unit or deferred to HECS as usual. Students do **not** pay tuition fees to Aarhus.

Travel Insurance

Students will **not** have to purchase Travel Insurance for the duration of the program as they will be covered under the Macquarie University Insurance Policy (provided by Chubb). Students will receive further information regarding this once they have been accepted into the program.

Accommodation

In 2011 Aarhus recommended the following accommodation options to students:

- **Hotel/hostel City Sleep-In.** http://www.citysleep-in.dk/engelsk_version/welcome.htm
Double rooms with bathroom - 480 DDK (towels and linen 70 DDK and Breakfast 65 DDK)
- **Hotel Cabinn** <http://www.cabinn.com/english/aarhus/aarhus.html>
Single rooms with bathroom – 485-575 DDK
Double room with bathroom - 615-705 DDK (Breakfast 60 DDK)
- **Hotel 'Scandic Plaza Aarhus'** <http://www.scandichotels.com/en/>
Single room with bathroom – 985 DDK
Double room with bathroom - 1185 DDK (Breakfast is included)

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Students will be required to pay accommodation costs directly to Aarhus. Further detail about accommodation options for 2012 will be provided upon students' acceptance into the program.

Cultural and social components

The study trip to Brussels in Week 3 also includes a cultural component. The final itinerary has yet to be released, however students can expect a guided tour in town, visit some of the European institutions and taste some of the famous Belgian specialities such as waffles, chocolate, mussels and French fries. Further details will be available shortly.

Travel Grant

Eligible students participating in the winter school will receive a Macquarie University Mobility Scholarship (amount to be confirmed closer to the program date). These scholarships should be issued via EFT payment close to students' departure dates.

Notes for International Students

International students be aware of their Australian visa conditions while overseas.

International students are permitted to travel home before and/or after their program, however students must be aware that they will not be covered for this travel under the Macquarie travel insurance.

Students should direct enquiries about the program to:

Joanna Rosenzweig
joanna.rosenzweig@mq.edu.au