MACQUARIE- AARHUS SCHOOL OF BUSINESS (ASB)- DUAL DEGREE PROGRAM

Partner University:

Aarhus School of Business (ASB)

Course details at MQ:
Available to: Macquarie students enrolled in a Master of Arts in International Communication

Course Details at Aarhus School of Business (ASB):
http://www.asb.dk

Program: Master of Arts in International Business Communications (Corporate Communication)
Location: Aarhus, Denmark
Course Duration: One year (60 ECTS)
Fees: Payment to be made directly to ASB
Course Commences: Late August only

Key Features:

Aarhus School of Business (ASB) is the second largest business school in Denmark. ASB has a student population of almost 6000 and 400 faculty and staff. ASB is an internationally oriented university which offers a wide range of study programmes in business and modern languages at Bachelor’s, Master’s and Ph.D. levels. ASB has achieved the distinguished European Quality Label EQUIS that guarantees that the School complies with strict quality criteria on education, internationalisation and cooperation with the corporate world.

Aarhus has a population of 275,000 and is centrally located in Denmark and Northern Europe. The city’s business development, its research and educational activities, the environment as well as the cultural and leisure activities combine its strategic location to make Aarhus a very important economic growth area in Denmark.

Requirements:

Entry Requirements: Macquarie students need to be enrolled in the Master of Arts in International Communication and have completed 7 units of study in the program.

Academic Requirements: Macquarie will have completed the following prerequisites units at Macquarie:
• BUS 853 Management of Change within Organizations
• ICOM 895 Information Campaigns
• ICOM 892 International Public Relations and Advertising
Program Overview and Structure:

Macquarie in collaboration with the ASB offers Macquarie students the opportunity to enrol in the Master of Arts in International Business Communication. Students need to complete one year of studies at Aarhus School of Business.

ASB will award its degree only when Macquarie notifies ASB that the Master of Arts in International Communication has been awarded.

» The program is fully taught in English.
» Students will take one semester of units and in the second semester, Macquarie students will complete the thesis at ASB according to the ASB thesis requirements.

» Students will take the following units:
  » Corporate Communication
  » Stakeholders Relations I
  » Strategic Management of Organisations

Details of the ASB degrees are available on www.asb.dk

How to apply!

For more information about Aarhus School of Business (ASB) and the program please contact the Macquarie Abroad Office by email at goexchange@io.mq.edu.au or visit our office:

Macquarie Abroad Office

U@MQ Building, level 1 between STA Travel and the Juice Bar.

The office hours are 10am – 4pm, Monday to Thursday during term time. Outside of term time the office can be opened on request.