

Innovation and Societal Challenges (30 ECTS Semester Specialisation)

Business leaders and other decision makers are increasingly confronted with the need to navigate in markets more and more influenced by societal challenges.

The Covid-19 health crisis illustrates the huge impact societal challenges may have on firm-level decisions. Other challenges like climate change, pollution, inequality, migration or ageing populations similarly put a pressure on firms' strategizing, agility, and innovativeness. Pressure for adapting to this new business landscape stems not only from macro-economic changes and governments, also consumers increasingly demand sustainable products, production processes, and governance structures and – behaviours. **In essence, innovation and entrepreneurial thinking and behaviour is key to business management of tomorrow.**

Therefore, this 30 ECTS specialisation semester connects macro-societal trends and agendas (e.g. the green transformation and inclusive growth) with micro-level decision-making in the firm (e.g. strategic innovation management, workplace learning, sustainability-oriented business models and supply-chain greening). **In the specialisation semester, you will be provided with theory, concepts and methods to analyse the role of innovation and entrepreneurship in coping with challenges from economic, social and sustainable development.**

Who can apply?

The Innovation and Social Challenges Semester is available as a 3rd semester options for master's degree students in the following programmes:

1. Students enrolled at the Master program in Economics and Business Administration, Aalborg University, including: International Business, International Marketing, Accounting, Organisation and Strategy.
2. Students from other AAU master's programs with a pre-approval from their home study board.
3. Erasmus+/exchange students (Master level) with a pre-approval from their home university and from the receiving Study Board of Business Administration, AAU.
4. It is possible to enrol in the whole semester or in single courses (M1-M3). Enrolment in single courses requires pre-approval by the home study board.

How to apply if you are already enrolled at AAU?

AAU students can register for the specialisation semester from **May 15 to June 1**.

Semester structure

- **Module 1: Promoting innovation and Entrepreneurship (5 ECTS)**
The module introduces theoretical and analytical foundations for understanding innovation- and entrepreneurship dynamics at various analytical levels (macro-, meso-, and micro) and policies for promoting innovation and entrepreneurship.
- **Module 2: Advanced innovation management (10 ECTS)**
Companies are forced to rethink, reorganise and innovate their business more frequently and fundamentally in order to stay competitive. The course combines an integrative approach to innovation management studies emphasizing the integration of market, technological and organizational change.
- **Module 3: Semester project within Innovation and Societal Challenges (15 ECTS)**
In the semester project, you define and analyse a research problem related to key societal challenges. The project can be carried out in collaboration with a company, or other external organization, and/or be connected to on-going interdisciplinary megaprojects in collaboration with students enrolled in other master's programs.

Contact semester coordinator:

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If you have questions about the application procedure, please email forvaltning@business.aau.dk

