

University of South Denmark, Spring Courses

Course Name	ECTS Value	OHIO credit value	Grading	Learning Objectives
American Literature from 1900	5	2.5	7-pt grading scale	On completion of the course students should have knowledge of contemporary American literature and knowledge of ideological debates concerning American canons and traditions. On completion of the course students should be able to analyse texts with reference to historical and cultural contexts by means of methods and concepts which are central to the discipline, communicate acquired knowledge and relevant ideas and concepts in English, and apply relevant theoretical approaches to analysis, history and culture.
American Politics	5	2.5	7-pt grading scale	Teaching includes an in-depth academic and research introduction to the American political system and the American Constitution with particular emphasis on central, relevant areas in the field of American political culture and the development of political institutions. The course places the American political culture in a historical context and focuses on the basic ideas and values that have formed American democracy.
American Studies	10	5	7-pt grading scale	The student has an overview of the main features of American history and social conditions for approx. the last 100 years, with an emphasis on the most recent period, an overview of major American performances and cultural expressions in a broad sense in approx. the last 100 years, as well as insight into the values and behavioural types which characterise the area, and knowledge of the relevant academic theories, methods, and practices. The student can analyse issues of major importance to American history and culture using the core methods and tools of the subject area, analyse the connection between cultural and social expressions on the one hand and general societal development on the other, and communicate relevant issues within American history and culture both verbally and in writing.
British History	5	2.5	7-pt grading scale	Teaching includes an in-depth academic and research introduction to British history and society with particular emphasis on central, relevant areas in the field of modern British history and central political and social institutions. Based on the examination syllabus, the students will work with analysing modern British history and key British social institutions and review them based on different theories and realise the ideological roots of those theories

Case Studies in American History	10	5	7-pt grading scale	Teaching includes an in-depth academic and research introduction to the basis for and the content of American history and knowledge about central problems and institutions in the United States with particular emphasis on central, relevant areas in the field of central American ideas perceptions and cultural expressions after 1776 studied through three case studies. The teaching is organised with a focus on the key learning objectives of the students: case-based knowledge of the basis for and content of American history, insight into historical analysis and use of primary source material, and dissemination of the acquired knowledge. The purpose of the course is to develop the knowledge of American history. Examples of cases include topics such as: The formation of the United States; the westward expansion in the 19th century; the history of slavery; the progressive era; the New Deal; the causes of the outbreak of the Cold War; immigration since 1965. In addition, the course shall develop the student's understanding of historical and social science working methods.
Literature in English: Texts and Contexts: English Literature ca. 1350-1776	10	5	7-pt grading scale	Based on selected texts, the students will work with analysis of the texts in light of conditions of the literary history of the time with respect to form (genres, structures, stylistic conventions), content (themes, attitudes), and the cultural- historical context, including relevant literary theoretical and critical historical aspects; to review the texts based on different theories and realise the ideological roots of different theories; to define the historical-cultural features and significance of the texts; to reflect on the literary tradition (including the canon issue)
The Scandinavian Welfare Society	10	5	7-pt grading scale	On completion of teaching, students will be able to document knowledge of the modern Scandinavian social debate and its development in the 20th century with particular reference to the period after 1950 and characterise central traits of Scandinavian social culture and put them into a historical context. Skills that will be learned are to discuss selected translated texts from the Scandinavian social debate and put them into a broader perspective and characterise submitted texts and discuss their relationship to the development of the welfare society with the help of relevant analytical concepts and concepts of welfare theory.
Themes in American Literature and Culture	10	5	7-pt grading scale	The student has knowledge of key topics within American culture as well as their ideological anchoring and knowledge of relevant theoretical approaches to analysing the relevant topics. The student can analyse cultural texts while taking into account historical and cultural contexts using the key methods and concepts of the subject, apply literature-critical and cultural-scientific working methods, and convey the acquired knowledge and related ideas and concepts in English.

Language Variation and	5	2.5	7-pt grading scale	Based on relevant concepts from linguistics, the course will provide the students with insight into how English as a living language changes over time and place, adjust to situations and objectives as well as how it is used by people all over the world to create and express identity and belonging. Based on theoretical texts and empirical examples, the course will clarify topics in language variation and changes like geographical and social variation, language and cultural circumstances, standard language, language and communication technologies.
Welfare Economics and	10	5	7-pt grading scale	In this course, we shall explore the "goodness" or "badness" of different economic arrangements, with an emphasis on competitive markets. The overall aim of the course, therefore, is to provide students with an understanding of the connection between market competition and (Pareto) efficiency. After completing this course, students should therefore be able to provide rigorous answers to all of the following fundamental questions: Does a competitive economic system produce good results? Is there a connection between market competition and efficiency? What are the implications of externalities, public goods or informational asymmetries in the allocation of economic resources? What should be done to establish an efficient outcome when there are informational asymmetries, externalities or public goods on the scene?
Language and Society:	5	2.5	7-pt grading scale	Teaching builds on the course Language and Society 1. Based on a sociolinguistic perspective of society, the course focuses on teaching a number of central themes with a view to explain current linguistic, cultural and social conditions and the interdependence between them in the United States. These themes include, among others, the original population groups (American Indians), immigration and its consequences (historic and contemporary), as well as the creation of identity (majority/minority, ethnic, racial, national, regional, social, age and gender). Necessary knowledge and information about the country's political system, education system, etc. are given as background information and for context. Through this course, students will acquire a nuanced understanding of the languages and social dynamics in the countries concerned, and they will be encouraged to take a critical approach to how language is used to create ethnic, cultural and national identity. This is the second course in a consecutive series of courses on language, society, culture and communication.

Perspectives on Development	10	5	7-pt grading scale	<p>The purpose of the course is to give the student a basic understanding of various concepts and theories of development from different perspectives, as well as insight into the unfolding of development processes around the world, the threats and possibilities they represent and the dilemmas they engender. The course provides the students with skills to analyze social and economic problems in the world's less developed regions. Furthermore, the purpose is to provide the students with skills to understand and explain the effects of actual changes in the social and economic environment of less developed countries. The students should also learn to appreciate key debates on development e.g. the role of global inequality, globalization processes, and some of the hindrances to economic development, e.g. the role of political or institutional factors, seen in relation to geographical and other conditions. Finally, the course provides the students with critical perspectives on development. The course represents an important precondition to be able to act in international organizations, which interact with these regions of the world.</p>
Global Consumer Cultures	5	2.5	7-pt grading scale	<p>This course provides the student with insight in consumer culture, which is a key dimension of contemporary markets. It also provides the student with an understanding of the global and local dimensions of consumer culture. Consumer Culture is understood to be global in two ways: Firstly as a globalizing phenomenon in that a culture of consumption is diffusing across geographies and the culture of consumption is diffusing into more and more aspects of contemporary social life (i.e. public institutions increasingly operate under the logic of the market and the consumer). Secondly, consumer cultures are embedded in global cultural flows indicating that they are increasingly constituted along new dimensions of time and space that go beyond, over and above the nation state – that is, the process of globalization spurs the formation of for example, global segments as well as revival of local culture. In other words, consumer culture must be understood in terms of globalization.</p>

Project Management in Global Markets	10	2.5	7-pt grading scale	<p>The course aims at helping the student understand the challenges in management of projects that are planned and executed in international and cross-cultural contexts. The course aims at giving the student competences to take part in project teams for cross-cultural projects, and in particular to contribute with knowledge in project planning on how channel members can ensure the flow of resources from diverse geographic locales at competitive prices and according to evolving standards of safety, security, and ethics. The purpose of the course is to develop student's competencies to identify opportunities for and challenges with creating value throughout global value chains, including issues associated with cultural values, consumer behavior, and strategic brand management. The course contributes to the competence profile of the study programme by widening the knowledge about the management challenges that arise from globalization and the ongoing shifts in relations between the public and the private sector, and enhancing skills within in devising a corresponding course of strategic action, by which an organization can fulfil its goals in a global market oriented context. Students further develop skills in organizing this work in a cross- disciplinary environment, and in communicating results and solutions to stakeholders.</p>
Business Anthropology	5	2.5	7-pt grading scale	<p>The course provides students with strong theoretical, methodological and ethical foundations to tackle current issues in work practices, occupational communities, consumer behavior, and multinational organizations in the global business context. Knowledge: Through theoretical works on business culture, students learn how to take a cultural approach that can grasp how the fast-changing global market place impacts products, services, employees, customers, marketing communications, and organizations. They comprehend how anthropological insights into small-scale cultures apply to the codes, taboos and traditions of the corporate world. Skills: Students become able to apply anthropological theories and methods in order to identify, study, and provide solutions to problems faced by all kinds of business organizations. They can apply holistic approaches for understanding formal and informal structures and processes, resolving internal conflict, assessing policy or process effects and implementing programs. They know how the tools and modes of thinking within anthropology can be used to study cultures that are external to the organization, but affect or are affected by its decisions. Competences: The students learn how to help specific business organizations develop culturally appropriate ways of doing business with suppliers, business partners, or customers, as well as promoting smooth working relationships among culturally different employees.</p>

<p>Perspectives on Law and Society</p>	<p>10</p>	<p>5</p>	<p>7-pt grading scale</p>	<p>Not only has globalization paved the way for a global market, it has also made it possible for entrepreneurial lawyers to create a global legal market and different forms of legal institutions and law on a transnational level. The purpose of this course is to give the student knowledge about, on the one hand, how such entrepreneurial lawyers have created a transnational market for legal services, legal institutions and law and how such legal orders work on a micro-level in relation to social networks, trustworthiness and tradeoffs on the other. Moreover, the course gives knowledge about how global law transcends the ordinary jurisdiction of the states. Law and law-like orders are often developed outside the formal legal framework in transnational and global fields. The development of law, law-like orders, regulations, legal resolutions of conflicts etc. often rely on custom, social and economic pressure, negotiations and collaboration. Also, the enforcement of law depends on informal approaches. The course develops the student's skills to analyse the circumstances influencing development of law and global legal markets on a micro-level through concepts such as legal anthropology and legal pluralism. The student obtains skills to examine how law is interpreted and how it operates in different local settings and in the context of social relations. Furthermore, the student develops skills to examine how global legal orders are intertwined and constructed in global, national and local settings.</p>
<p>Strategy and Management</p>	<p>10</p>	<p>5</p>	<p>7-pt grading scale</p>	<p>The subject is based on the knowledge and analytical insights acquired in the course microeconomics, whose subject can be seen as the foundation for Strategy and Markets. While most of the content in the course microeconomics deals with optimal economic decisions (a consumer choosing how to spend her budget, a firm deciding how much to sell, etc.), the course Strategy and Markets deals with strategic interactions: situations where an agent's choices do not only affect his own welfare but also the welfare of the others. These strategic interactions, that we model as "games", are pervasive in our modern society, in the economic, political and even entertainment world. Think about a soccer player deciding whether to shoot his penalty kick on the left or on the right, a politician deciding whether to increase his advertisement expenses or a firm (in a duopoly) choosing whether to increase its prices. In all these instances, the outcome depends both on the agent's choice (kicker, politician, firm) but also on the "opponent" 's choice (goalkeeper, opposing candidate, competing firm). The purpose of the course is to understand how to analyze such strategic interactions and find the most likely outcome. The topic creates a solid micro-theoretical foundation for many other subjects in economics.</p>

Social and Economic Statistics	5	2.5	7-pt grading scale	The purpose of the course is to enable the student to interpret information in statistical charts as well as to summarize and communicate statistical analysis results to others. Examples of social and business applications are used in order to show how statistics is used in everyday life and to illustrate how statistics can help investigate market potential. The course provides the basis for understanding research methodology and conducting independent research when performing anthropological fieldwork. In particular, at the end of the course students are expected to be able to discuss and explain basic statistical methodology, develop skills used in collecting and analysing data, and gain the ability to plan, conduct and analyse their own projects during the 5th semester. The course also provides skills highly valued by public and private employers.
Contemporary British Culture Studies	5	2.5	7-pt grading scale	The course gives an introduction to British culture over the last 100 years approximately with primary focus on recent history. Both literary forms of expression and other art forms and mass cultural forms are incorporated, including music, theatre, art and newer media. The correspondence between general societal developments and cultural and social forms of expression is explored.
American Business and the Rise of Capitalism	10	5	7-pt grading scale	This course will provide a historical overview of American business, markets, and capitalism, related to overall organization, company leadership and corporate culture. Emphasizing innovation, consumption, centralization and decentralization, as well as American business' wider societal influence, the course will enable students to understand how the business world of today came to be. The course has two purposes: The first purpose is to provide insight into the business models and typical business structures that were developed in the United States after the nation's founding. Chronologically, the course covers colonial times and slavery, the industrial revolution, the emergence of large companies, assembly line production, dissemination of advertisements, development of the consumer culture, and globalisation. This includes discussion of themes such as: Free and forced labour, railway systems, the oil industry, Taylorism, regulation, consumer culture, meritocracy, etc. The course develops the student's understanding of historical and social science working methods through work with selected company-historical source material. Following this overview, the course shall focus on general and specific market conditions in the United States and develop the students' ability to define and analyse specific issues. Furthermore, the aim of the teaching is to strengthen students' analytical skills as well as their ability to summarise market-related information from a variety of sources as a basis for strategic decisions in companies and organisations that operate in the American market. The main focus of the second part of the course is an in-depth examination of a number of topics and themes that form a specific empirical basis for a general discussion of market conditions in the United States.