

Semester and Course Description of the Master's Programme

Culture, Communication & Globalization



In this semester and course description you can read about the 4 semesters of the Master's programme "Culture, Communication and Globalization". You will find a short introduction to the programme, descriptions of each semester and courses, examples of typical schedules, of internship placements and of career opportunities. The information in this document is indicative and may vary from year to year.



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Introduction to the CCG programme

Culture, Communication and Globalization is an international two-year Master Degree Programme in English, focusing on communicative and cultural as well as social and political aspects of global processes in areas such as marketing, consumption, organizational dynamics, international relations, migration and ethnic relations.

The streams

Students may choose to create their own individual profile (a generalist profile), or specialize in one of the four streams of specialization:

- **Market and Consumption**
- **Organization and Leadership**
- **International Relations and the Global Order**
- **International Migration and Ethnic Relations**

You can read about the streams at www.ccg.aau.dk.

Work method

A trademark of the CCG programme (and Aalborg University) is its unique pedagogic model of teaching: the problem-based, project-organized model. With this method a great part of the semester teaching and student work revolves around complex real-life problems that students investigate and try to find answers to in scientific manners while working together in groups. Through this work process and supported by



courses, literature and the cooperation with companies and organizations, the students arrive at a deeper understanding of the subject investigated than they would have from just reading and being lectured to.

Apart from the strictly academic outcomes of this work method, it also brings the students other specific and important qualifications like good cooperation skills, and the ability to work creatively and independently.

7th Semester

General semester description

In this semester students will work with and write a project within the thematic frame 'Global Processes' (20 ECTS). A wide range of courses will be offered, and the project should be written on the basis of a minimum of four of these: 2 joint courses (normally, 'Globalization' and 'Managing Multiculturalism') and 2 stream specific courses. The courses are divided into different categories:

- Joint courses (all streams)
- Stream specific courses
 - Market and Consumption
 - Organization and Leadership
 - International Relations and the Global Order
 - International Migration and Ethnic Relations
- Elective courses (ECTS)
- Additional courses (no ECTS)

The joint courses are for all students regardless of any choice of stream. Each course normally consists of eight sessions. For each stream there are 2 stream specific courses. Students choosing the generalist stream can decide for themselves which of the stream-specific courses offered they wish to attend. These courses also normally have eight lessons. In the 7th semester, students may either choose to write a topic study (5 ECTS) or choose one elective course (and associated exam). It can be either of the courses listed under elective courses (5 ECTS). The 'additional courses' are mostly introductory courses which take place at the beginning of the semester. It is recommended that students attend these courses, but it is not mandatory.

Overview of courses

Joint (all streams):

- Managing Multiculturalism
- Globalization
- Philosophy of Science and Methodology

Market and Consumption:

- The Internet and International Marketing Communication
- Culture and Consumption

Organization and Leadership:

- Intercultural Competence in an Organizational Context
- Organizational and Cultural Leadership

International Relations and the Global Order:

- Conflicting Perspectives of North-South Relations
- The United States and Global Politics



International Migration and Ethnic Relations:

- Policies of Integration and Diversity
- Migration and Globalization of the 21st Century

Elective Courses

- Chinese Area Studies
- Latin American Studies
- Oral Academic Communication

Additional Courses

- PBL/Project Writing
- Society, Politics and Internationalization
- Introduction to Intercultural Communication

Typical schedules

Generalist stream:

	Monday	Tuesday	Wednesday	Thursday	Friday
08.00-09.45	Introduction to Intercultural Communication	Conflicting Perspectives of North-South Relations	Society, Politics and Internationalization		
10.00-11.45	Latin American Studies	Intercultural Competence in an Organisational Context	Culture and Consumption Migration and Globalization of the 21st Century	Organizational Leadership and Communication Policies of Integration and Diversity	
12.15-14.00	Organizational Leadership and Communication	Globalization	Philosophy of Science and Methodology	Managing Multiculturalism	
14.15-16.00	Chinese Area Studies	The United States and Global Politics The Internet and International Marketing Communication		Oral Academic Communication	

Market and Consumption stream:

	Monday	Tuesday	Wednesday	Thursday	Friday
08.00-09.45	Introduction to Intercultural Communication		Society, Politics and Internationalization		
10.00-11.45			Culture and Consumption		
12.15-14.00		Globalization		Managing Multiculturalism	
14.15-16.00	Chinese Area Studies	The Internet and International Marketing Communication		Oral Academic Communication	



Organization and Leadership stream:

	Monday	Tuesday	Wednesday	Thursday	Friday
08.00-09.45	Introduction to Intercultural Communication		Internationalization, politics and Society		
10.00-11.45	Latin American Studies	Intercultural Competence in an Organizational Context		Organizational Leadership and Communication	
12.15-14.00	Organizational Leadership and Communication	Globalization	Philosophy of Science and Methodology	Managing Multiculturalism	
14.15-16.00	Chinese Area Studies			Oral Academic Communication	

International Relations and the Global Order stream:

	Monday	Tuesday	Wednesday	Thursday	Friday
08.00-09.45	Introduction to Intercultural Communication	Conflicting Perspectives of North-South Relations	Society, Politics and Internationalization		
10.00-11.45	Latin American Studies				
12.15-14.00		Globalization	Philosophy of Science and Methodology	Managing Multiculturalism	
14.15-16.00	Chinese Area Studies	The United States and Global Politics		Oral Academic Communication	

International Migration and Ethnic Relations stream:

	Monday	Tuesday	Wednesday	Thursday	Friday
08.00-09.45	Introduction to Intercultural Communication		Society, Politics and Internationalization		
10.00-11.45	Latin American Studies		Migration and Globalization of the 21st Century	Policies of Integration and Diversity	
12.15-14.00		Globalization	Philosophy of Science and Methodology	Managing Multiculturalism Nations and National Identities in the Age of Globalization	
14.15-16.00	Chinese Area Studies			Oral Academic Communication	

Description of the Courses

Joint (all streams):

Globalization

Globalization is a multifaceted concept used within and across various discourses as well as academic and political contexts. In order to offer a thorough introduction to Globalization several researchers have been invited to speak about and discuss the concept from their particular angles. The aim of the course is to present an overview of the central theoretical and methodological perspectives that deal with this complex phenomenon as well as to discuss a broad range of problematic and topical issues connected to it - such as citizenship, democracy, periodization, human rights, new social movements, uneven global development, transnationalism, identity, imperialism, multiculturalism etc.

Exam: This course creates a basis for the project students write in this semester.

Managing Multiculturalism

This course evolves around the central question of how various nation states, their institutions and organisations within them respond to challenges emanating from multiculturalism. We will be studying political and institutional *responses* to those minority groups living within nation states. This means that we will be dealing with multiculturalism very much as a political, organisational and institutional reality that has set in motion a series of changes and debates, and we will be discussing the merits and relevance of various types of solutions offered to 'manage multiculturalism'. As such, the course should cater to students interested in democratic inclusion of various minority groups, the role of the nation state and its institutions within the global order, as well as theoretical and practical approaches to how multiculturalism affects organisational and institutional culture as well as rules and practices for marketing themselves and their products.

Exam: This course creates a basis for the project students write in this semester.

Philosophy of Science and Methodology

This course provides students with insight into central themes within the philosophy of science, quantitative and qualitative methods, and the trains their ability in methodological deliberation on the choice of research design with regard to specific problem formulations

Exam: Either active participation or a two day assignment (5 ECTS).

Market Communication and Consumption:

Culture and Consumption

Consumption has become a major activity in our lives, and the dynamics of consumption, locally and globally, are very complex. Consumers add meaning to products, and in many instances these are purchased for their symbolic rather than functional qualities. To understand the complexities of consumption it is interesting to study the way in which products are used as a vehicle for constructing identity.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

The Internet and International Marketing Communication

The aim of this course is to present and discuss a number of international marketing communications theories and issues in relation to the Internet. The presentations and discussions will assist the students in identifying, discussing and analysing threats and opportunities facing international marketers when working with the Internet as a marketing communications parameter.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

Organization and Leadership:

Intercultural Competence in an Organizational Context

Text/description.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

Organizational and Cultural Leadership

The purpose of the course is to provide a basis for students to achieve an understanding of and ability to work with some fundamental aspects of leadership and communication in the organizational context. Course content: Leadership is studied as a concept in itself and in its many communicative influences on organizational life, including organizational models and designs, organizational cultures, organizational growth and change processes, and organizational ethics in a global context. Case studies serve as illustrative examples, an opportunity for students to apply theory to authentic situations, and as inspiration for project work.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

International Relations and the Global Order:

Conflicting Perspectives of North-South Relations

The aim of the course is that students reach an insight into key aspects of current North-South relations and develop an ability to analyze concrete questions involving North-South interactions and relations with the use of relevant theoretical perspectives.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

The United States and Global Politics

This course will focus on America's role in the world today. We will discuss approaches to the study of the United States' international role, various ways to categorize US foreign policy traditions as well as a number of key issues of the post-9/11 era: unilateralism and multilateralism in US foreign policy, the American "empire", the "War Against Terror", the US role in the Middle East and transatlantic relations.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

International Migration and Ethnic Relations:

Migration and Globalization of the 21st Century

This course will present various theories and concepts within the field of globalisation and migration studies concerning political, economic, social and cultural aspects of migration, human flows and identities. The course offers reflections on some of the issues related to the globalisation, movements and dynamics of transnational migration, challenging national boundaries and identity, both within nation-states and supra-states.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

Policies of Integration and Diversity

This course will explore the internal aspects of migration as opposed to the external aspect, which is covered in the course on International Migration and Globalization. The course will deal with major concepts, theories and research studies pertaining to integration and diversity mainly in Western Europe. The course will address the aforementioned parts from different disciplines within social science. Applying this multidisciplinary approach students will explore strengths and weaknesses of a variety of theories in explaining why ethnic and race relations as such hotly debated issues and how the political, economic and social context can increase or diminish these tensions. Throughout the course we will analyze the discourses of ethnic or civic nationalism that are foundations to dilemmas of the state and people when facing global challenges like new migration movements.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

Elective courses

Oral Academic Communication

The purpose of this module is to train oral academic presentations skills to enable students to communicate demanding issues, theories, methods and answers in a coherent and comprehensible form which achieves clarity without sacrificing academic integrity.

Exam: An oral presentation (5 ECTS) for students choosing this course as elective course in the 7th semester.

Chinese Area Studies (CAS)

The curriculum of Chinese Area Studies is designed to provide a broad understanding of contemporary and historical issues in China's development, as well as the scale of China's impact on the world economy and global relations.

Exam: Oral examination (5 ECTS) for students choosing this course as elective course in the 7th semester.

Latin American Studies (LAS)

LAS enables you to focus on Latin America as a particular field of specialization. LAS consists of lectures designed to introduce you to Latin America from an integrated and interdisciplinary approach, by focusing on the growing role of Latin America in the international economic and political system. The curriculum offers fundamental elements of Latin American history, culture, ethnic relations, politics, economy and international relations.

Exam: Oral examination (5 ECTS) for students choosing this course as elective course in the 7th semester.

Other Elective Courses/Possibilities

Based on one or more courses of the CCG programme, students can also choose to do a 'topic study' – a written assignment on a topic of your choice. It is also possible to choose an elective course from another programme at the university.

Additional courses

Problem Based Learning and Project Writing

This additional course introduces students who are unacquainted with the 'Aalborg Model' to the basics of Problem Based Learning and project work.

No exam (no ECTS).

Introduction to Intercultural Communication

Interpreting communication involves perceiving the cues other people transmit and attributing meaning to those cues. The way we think about other people affects the way we give and receive messages. This course will introduce students to the major theoretic-methodological directions in the field of intercultural communication. The coursework will focus on the differences in the way the notions of culture, identity, communication etc become conceptualised within the framework of these perspectives by discussing such topical and complex issues as stereotyping, identity negotiation, effective communication etc..

No exam (no ECTS).

Society, Politics and Internationalization

The aim of the course is to introduce some central concepts and analytical approaches which are important in the study of politics and society from an international perspective. We will discuss issues, concepts and approaches that are central to project writing within this area of study, both in the form of studies of individual countries, comparative studies of two or more countries, and when trying to grasp international relations, Europeanization and globalization.

No exam (no ECTS).

8th Semester

General semester description

In this semester students will work with and write a project within the thematic frame 'Cultural and Communicative Aspects of Global Processes' (20 ECTS). A wide range of courses will be offered, and the project should be written on the basis of a minimum of four of these: 2 joint courses (normally, 'Globalization' and 'Globalization and Multiculturalism') and 2 stream specific courses. The courses are divided into different categories:

There will be a range of courses and the project should be written based on a minimum of four courses, normally the 2 joint courses ('Communication, Globalization and Transnational Mobility', 'Media Consumption, Cultural Globalization and 'Ethnic Relations') and 2 stream specific courses. The courses are

divided into the same categories as in the 7th semester (page 4). In the 8th semester students choose one elective course (as in the 7th semester).

Overview of courses

Joint (all streams):

- Communication, Globalization and Transnational Mobility
- Media Consumption, Cultural Globalization, and Ethnic Relations

Market and Consumption:

- Branding and Experience Economy
- Global Consumer Segments
- Applied Methods

Organization and Leadership:

- Crisis Communication
- Organizational Culture and National Culture
- Applied Methods

International Relations and the Global Order:

- Global Politics and Human Rights
- Globalization from Below: New Politics and Social Movements
- Applied Methods

International Migration and Ethnic Relations:

- Anti-Migration Rhetoric, Sentiments, Attitudes and Practices
- Transnationalism and Borders
- Applied Methods

Elective courses

- Academic Communication
- Chinese Area Studies (CAS)
- Latin American Studies (LAS)

Additional courses

- Policy Analysis in Practice
- PBL/Project Writing





Typical schedules

Generalist stream:

	Monday	Tuesday	Wednesday	Thursday	Friday
08.00-09.45			Global Politics and Human Rights Branding and Experience Economy	Global Consumer Segments - Culture and Communication	
10.00-11.45	Organizational Culture and National Culture	Policy Analysis in Practice	Communication, Globalization and Transnational Mobility	Media, Globalization, and Ethnic Relations	
12.15-14.00	Applied methods, Organisation & Leadership	Applied Methods, Migration	Transnationalism and Borders Crisis Communication	Applied Methods, International Relations Applied Methods, Market&Consumption	
14.15-16.00		PBL/Project Writing	Anti-Migration Rhetoric, Sentiments, Attitudes and Practices	Globalisation from Below: New Politics and Social Movements	

Market and Consumption stream:

	Monday	Tuesday	Wednesday	Thursday	Friday
08.00-09.45			Branding and Experience Economy	Global Consumer Segments - Culture and Communication	
10.00-11.45		Policy Analysis in Practice	Communication, Globalization and Transnational Mobility	Media, Globalization, and Ethnic relations	
12.15-14.00				Applied Methods, Market & Consumption	
14.15-16.00		PBL/Project Writing			

Organization and Leadership stream:

	Monday	Tuesday	Wednesday	Thursday	Friday
08.00-09.45					
10.00-11.45	Organizational Culture and National Culture	Policy Analysis in Practice	Communication, Globalization and Transnational Mobility	Media, Globalization, and Ethnic Relations	
12.15-14.00	Applied Methods, Organisation & Leadership		Crisis Communication		
14.15-16.00		PBL/Project Writing			



International Relations and the Global Order stream:

	Monday	Tuesday	Wednesday	Thursday	Friday
08.00-09.45			Global Politics and Human Rights		
10.00-11.45		Policy Analysis in Practice	Communication, Globalization and Transnational Mobility	Media, Globalization, and Ethnic Relations	
12.15-14.00				Applied Methods, International Relations	
14.15-16.00		PBL/Project Writing		Globalisation from Below: New Politics and Social Movements	

International Migration and Ethnic Relations stream:

	Monday	Tuesday	Wednesday	Thursday	Friday
08.00-09.45					
10.00-11.45		Policy Analysis in Practice	Communication, Globalization and Transnational Mobility	Media, Globalization, and Ethnic Relations	
12.15-14.00		Applied Methods, Migration	Transnationalism and Borders		
14.15-16.00		PBL/Project Writing	Anti-Migration Rhetoric, Sentiments, Attitudes and Practices		

Description of the courses

Joint (all streams):

Communication and Transnational Mobility

The past several decades have been marked by intensification of human, material, social and technological mobility and interconnectedness that take place across political, cultural and social borders. This course addresses the complexity of transnational movements of people, capital and information as well as associated with them deep and multifaceted restructurings of various aspects of social life, human interaction and identity construction.

Exam: This course creates a basis for the project students write in this semester.

Media, Globalization and Ethnic Relations

This is an introductory course that builds on the premise that successful communication requires thorough insight into how the media works, the skills of basic media analysis, what goes into a (inter)cultural analysis. Such competencies are necessary, for instance, for properly understanding target groups. “Media” refers to the specific technology such as newspaper, television, radio, internet, (facebook, email, skype, myspace,

tweeter, blogs, smart phones) and so on. Therefore the term implies “middle” or “mediated” as it assumes a relationship between people. It is always about communication. In this course communication about cultural difference and intercultural competence within national borders as well as the interconnectedness across borders and continents. In addition the Internet is the one medium most often used as a symbol of globalization, which further underscores the importance of this course for all four streams that make up “Culture, Communication and Globalization.”

Exam: This course creates a basis for the project students write in this semester.

Market and Consumption:

Branding and Experience Economy

For several years branding has been a favoured strategy by commercial companies both in relation to a varied spectrum of products and services and in relation to the companies behind the products, and hence a multitude of associations are evoked when brand names like Ferrari, Armani and Microsoft are mentioned. More recently public policy makers have started to emulate their commercial counterparts resulting in branding profiles being developed for places at different scales, so the public is now becoming increasingly familiar with brand catchphrases like "100% Pure New Zealand", "Smile! You are in Spain" and "Aalborg – seize the world". The purpose of this course is to give the students insight into the ways in which products, services and places are sold towards different target groups through emotional and experience branding. Literature in the form of book chapters and articles and case studies will show the complexity and diversity of branding and the experience economy, and students will be introduced to a number of approaches to provide experiences to / with the consumer.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

Global Consumer Segments - Culture and Communication

Adding to the knowledge students obtain on communication and culture in other courses (as well as the knowledge on consumer behaviour obtained during the fall), the main purpose of this course is that the students familiarize themselves with the extensive body of knowledge on consumption and consumer behavior that is available (predominantly in peer-reviewed articles). Accordingly, at the end of the course students should know that the body of knowledge on consumption transcends 'grand' theories and that consumer studies is a multi-faceted field of studies that reflects the heterogeneous and diverse nature of consumers and their behavior.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

Applied Methods

Drawing on the knowledge on philosophy of science and methodology, you've obtained in previous courses, the purpose of this course is to further this knowledge and particularly, to strengthen the ties between this knowledge and actual empirical studies in your field of studies.

Exam: 1 week assignment (5 ECTS). Students in the generalist stream can choose in which stream they will write the assignment.

Organization and Leadership:

Crisis Communication

Taking its point of departure in a thorough introduction to the notion of crisis, crisis management and risk, this course examines the challenges and issues faced by organisations which need to communicate in times of crisis. We examine communication during crises, after crises, and (even) before crises.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

Organizational Culture and National Culture

What is the difference between national culture and organizational culture, how do they affect one another, and how can their effects be analyzed? These questions and similar ones will be taken up through assigned readings, lectures, and class discussions.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

Applied Methods

Drawing on the knowledge on philosophy of science and methodology, you've obtained in previous courses, the purpose of this course is to further this knowledge and particularly, to strengthen the ties between this knowledge and actual empirical studies in your field of studies.

Exam: 1 week assignment (5 ECTS). Students in the generalist stream can choose in which stream they will write the assignment.

International Relations and the Global Order:

Global Politics and Human Rights

In this seminar we will address key issues concerning Global politics and human rights. We will look at the emergence, breakthrough, enforcement of, and struggles for human rights norms. We will pay particular attention to the international dimension of these questions, and will discuss topics such as: Chronology: when did human rights emerge as an international issue? Cultural relativism: to what extent is it possible to talk about "international norms" across extremely diverse political and cultural entities? Actors: Which forces (groups, individuals, networks) have played a key role in promoting human rights and to what extent did their endeavors involve transnational cooperation and communication? Issues: Which issues have been particularly salient in conflicts pertaining to human rights?

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

Globalisation from Below: New Politics and Social Movements

This course looks at globalization from below – i.e. from the perspective of citizens as voters for political parties, members of various types of social movements, groups and associations considered in relation to the transformations and challenges put forward by the globalization process. One of the aims of the course is to introduce the student to the emergence of new social, cultural and political divides based for example on cultural, environmental, migration and gender issues, observing the reactions and transformations that

the globalization process has triggered at the social and political level, thus changing traditional voting patterns and behaviour.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

Applied Methods

This workshop will introduce the students to selected research methods in the field of international politics. The Goal of the workshop is to provide the students with a practical understanding of ways to design workable and potentially fruitful research projects.

Exam: 1 week assignment (5 ECTS). Students in the generalist stream can choose in which stream they will write the assignment.

International Migration and Ethnic Relations:

Anti-Migration Rhetoric, Sentiments, Attitudes and Practices

This course will introduce students to the scholarly literature dealing with prejudice, ethnocentrism, anti-migration sentiments and attitudes. The purpose is to familiarize students with classical and contemporary approaches that distinguish this scholarly field, exploring how prejudices and in-group vs. out-group sentiments, attitudes and practices are constructed, historically inherited and socially established. The course will thus contribute with insights into the literature from fields as diverse as social psychology, history, sociology, media analysis, political and social science. The aim is to provide students with relevant methodological and analytical tools that can be used in practice to study and understand contemporary phenomena and forms of prejudice and practices of exclusion in society.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

Transnationalism and Borders

The literature on transnationalism has demonstrated very convincingly that the migration/immigration movement is not necessarily a one-way ticket. Links between sending and receiving countries could be and are being maintained and developed with the emergence of transnational communities or transnational social spaces linking sending and receiving countries. Transnationalism touches upon issues and concepts of integration, assimilation and culture. As a concept it both rejects constraining essentialist notions of culture and identity as well as rejecting the understanding of migration as the process of people leaving one country for good and definite resettling in a new host society. It also deals with different aspects of transnational consumption, diffusion and adaptation of culture.

Exam: This course can create a basis for the project students write in this semester, depending on the chosen profile /stream.

Applied Methods

Drawing on the knowledge on philosophy of science and methodology, you've obtained in previous courses, the purpose of this course is to further this knowledge and particularly, to strengthen the ties between this knowledge and actual empirical studies in your field of studies.

Exam: 1 week assignment (5 ECTS). Students in the generalist stream can choose in which stream they will write the assignment.

Elective courses

Written Academic Communication

The purpose of this module is to train written academic presentations skills to enable students to communicate demanding issues, theories, methods and answers in a coherent and comprehensible form which achieves clarity without sacrificing academic integrity.

Exam: Written examination (5 ECTS) for students choosing this course as elective course in the 8th semester.

Chinese Area Studies (CAS)

The curriculum of Chinese Area Studies is designed to provide a broad understanding of contemporary and historical issues in China's development, as well as the scale of China's impact on the world economy and global relations.

Exam: Oral examination (5 ECTS) for students choosing this course as elective course in the 8th semester.

Latin American Studies (LAS)

LAS enables you to focus on Latin America as a particular field of specialization. LAS consists of lectures designed to introduce you to Latin America from an integrated and interdisciplinary approach, by focusing on the growing role of Latin America in the international economic and political system. The curriculum offers fundamental elements of Latin American history, culture, ethnic relations, politics, economy and international relations.

Exam: Oral examination (5 ECTS) for students choosing this course as elective course in the 8th semester.

Other Elective Courses/Possibilities

Based on one or more courses of the CCG programme, students can also choose to do a 'topic study' – a written assignment on a topic of your choice. It is also possible to choose an elective course from another programme at the university.

Additional courses

PBL and Project Work seminars

This additional course introduces students who are unacquainted with the 'Aalborg Model' to the basics of Problem Based Learning and project work.

No exam (no ECTS).

Policy Analysis in Practice

This course will introduce to theories and methodologies of policy analysis. The aim of the course is to provide an overview of different approaches and not least to introduce to the practical application of analytical concepts taken from these approaches. Policy has become a central term in both the public and private sector and has a long history from positivistic approaches from political science to more recent social constructivist approaches. This course hopes to outline central differences and show how such theories/methods can be applied in analysis.

No exam (no ECTS).



9th Semester

General semester description

The ninth semester consists of an internship in an organisation or institution. The internship is undertaken either in Denmark or abroad and lasts for 3-6 months. As an integral part of a private company, a nonprofit organization or a public institution (e.g. ministries and municipalities), you will be working with strategic and analytical tasks. The internship must have an international and/or intercultural dimension..

Examples of internship placements

- Amnesty International
- UNESCO
- Red Cross
- Lego
- Public organisations
- Green Globe
- Embassies all over the world
- Arla Foods
- Vestas
- Torm
- SIS Sprogrejser
- Scandinavian Airlines Systems

Studies at a university or research institute are also an option instead of the internship. If students choose studying at another university instead of the internship, they can do this in Denmark or abroad.

As this is a semester where all students are either in an internship or are studying at another university there will be no lectures on the 9th semester of the CCG programme.



10th Semester

General semester description

On the tenth (and last) semester students write their Master's thesis. The topic must be stream-related. Students in the generalist stream can choose to write within a topic from any of the four streams. The Master's thesis can be written independently or in groups with up to 3 students. During the semester students can participate in thesis workshops.

Examples of recent titles of Master's theses:

- Managing Cultural Differences in an International Organisation - A case study of Ibis West Africa
- The Dark Side of Globalization: Piracy, Terrorism and Bad Governance on the Horn of Africa
- Modern Internet development and knowledge-based economy: a Google Discourse Study
- Doing Good in Society: A comparative study of the communication of the ethical aspects of Corporate Social Responsibility in Germany and the US
- Erasmus Students and Drinking Culture (a comparative study)

Jobs and careers for CCG candidates

The programme qualifies students for work at both the national and international levels in institutions, organisations and companies that focus on communicative, cultural, social and political aspects of global processes.

Examples are:

- Private enterprises
- Public organisations (ministries, municipalities)
- Non-profit organisations
- Marketing, PR, advertising
- Fact-finding and analysis, policy development
- Internal/external communication
- Project management & administration
- Human resource management
- Research and teaching

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