





BUS

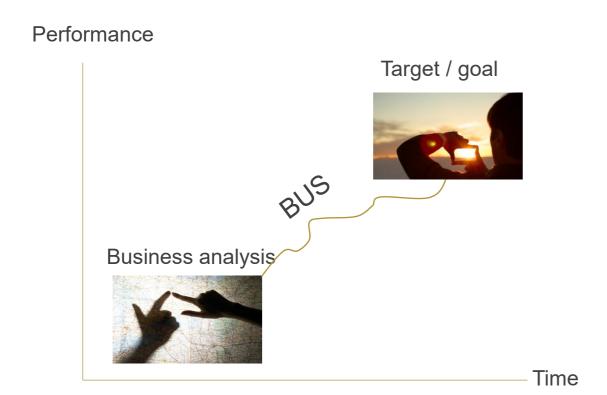
(ØKONOMISK STYRING)

Trond Bjørnenak Spring 2021





The CORE: How to run a business



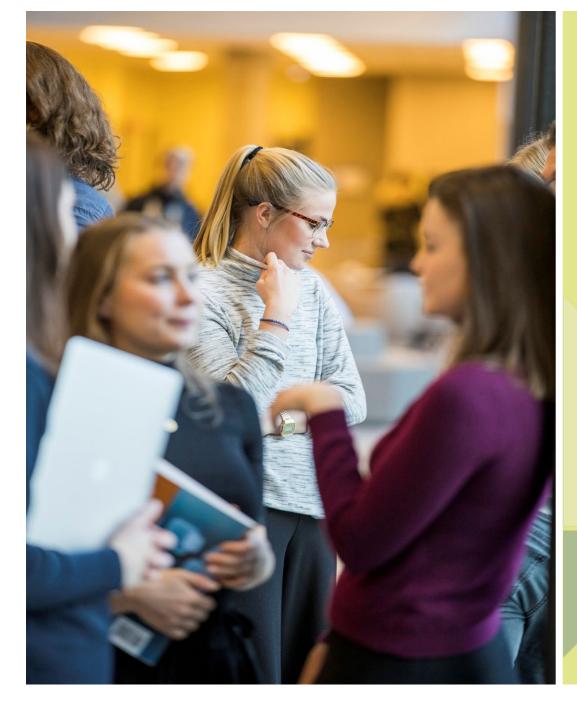
 Business Analysis and decision making



2. Control (styring)

Investments
New Business models
Pricing
Suppliers

Reporting (accounting)
Incentives
Operational planning







"Job market relevant"



"Mix between numbers and strategy"

"Many interesting courses"

"Good core courses"

"Desire for a variety of analytical and strategy courses"

WHY CHOOSE BUS?

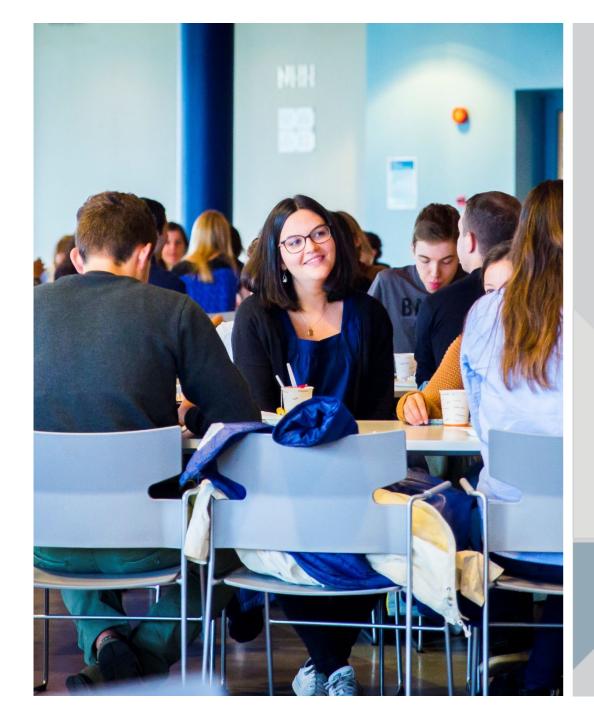
"Liked BED-courses at the bachelor level"

"Wide variety of courses"

"Wanted many options"

"Firm-oriented economics with a focus on accounting"

"The major gives you many employment possibilities"







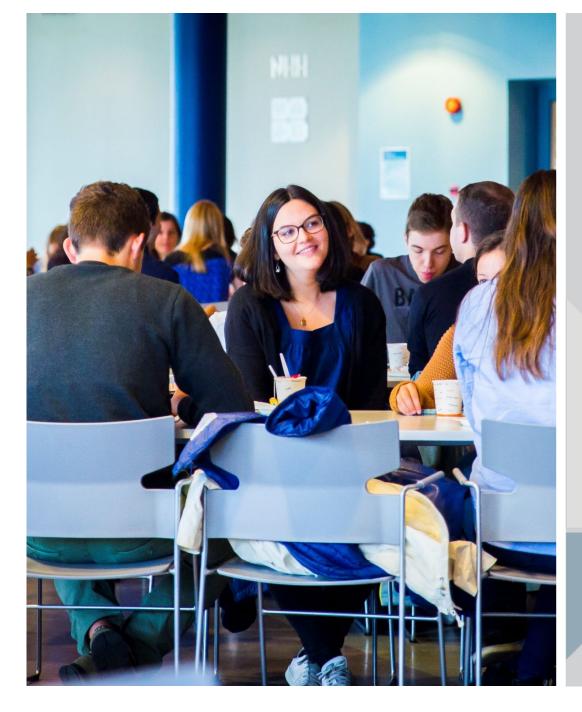
STRUCTURE

2 compulsory core courses

BUS400E/N Management Control and BUS401E/N Strategic Profitability Analysis and Pricing

1 compulsory methodology course

- BUS444 Econometrics for Business Research,
- ECN402 Econometric Techniques
- STR402A Methodology for Master Thesis



THREE ELECTIVES FROM FOUR TRACKS





- You need to choose (at least) 3 courses
- From one or more tracks
 - Can combine courses from different tracks

Track 1:	Track 2:	Track 3:	Track 4:
Management	Financial	Technology &	Sustainability
Control	Accounting	Operations	Management
		Management	

Track 1: Management Control

- Management control:
 - The design and use of dynamic control packages
 - Planning, performance measures (financial and non financial), bonus systems
 - Decision making
 - Outsourcing ("make or buy"), pricing, product mix, customer portfolio and investments
- THE CFO TRACK (controller, management consultant ++)





Track 2: Financial accounting

- Accounting is the language of business
 - communicated through financial statement reporting
- Be able to analyse financial statement and to know accounting rules
- Focus on international accounting rules (IFRS)
- Valuation
- Non-profit, internal controls and ERP systems
- The Head of Accounting track (but also CFO, auditing, controller ++)





Track 3: Technology & Operations Management

- Performance: Operational efficiency
- The design and control of the business processes
- Availability of data; more efficient matching of supply and demand
 - Four Business Analytics (BAN) courses are also in this track
- Operational Management, forecasting, supply chain management
- The COO track (but also controller, project manager, procurement manager ++)





Track 4: Sustainability Management

- Performance more than profit:
 - Social and environmental sustainability performance and compliance with regulatory requirements
- Decisions:
 - Rethink traditional business models
 - Innovation and redesign
- Control:

The CSO track +++

 Compliance with an increasing spectre of rules and regulations (e.g. Corruption, tax compliance and competition law)











ETHICS REQUIREMENT

You need 2.5 ECTS of ethics-approved courses in your degree

Can be one of your elective courses

Ethics approved courses in the BUS major:

- ETI 450 Corporate Social Responsibility
- BUS446 Sustainable Business Models
- BUS443 Fraud Detection
- BUS452 Corruption Incentives, Disclosure and Liability
- BUS465 Corporate crime: Detection and prevention







BUS MINOR?

- Requirements:
 - Total of 22,5 ECTS with a BUS code
 - At least one of the two copulsory course
 - BUS 400 or BUS 401







THE MAIN ARGUMENTS

- Business relevant
 - Case-based teaching
- Many options
 - Many high quality courses
- Wide set of job opportunities
 - CFO, HoA, COO, CSO
 - Controller, auditing, management consulting

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In short:

You can't run a business without BUS









QUESTIONS?

Contact the BUS Academic Coordinator

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WELCOME TO BUS!