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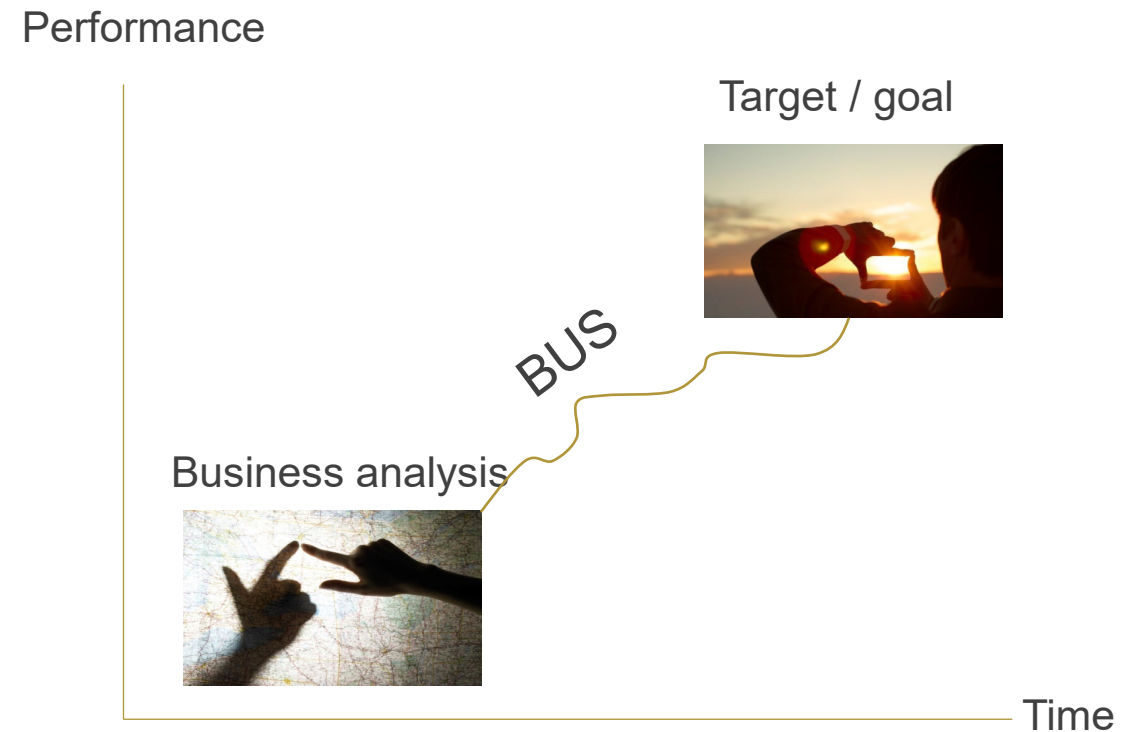
BUS

BUSINESS ANALYSIS AND PERFORMANCE MANAGEMENT (ØKONOMISK STYRING)

Trond Bjørnenak
Spring 2021



The CORE: How to run a business



1. Business Analysis
and decision
making



2. Control (styring)

Investments
New Business models
Pricing
Suppliers

Reporting (accounting)
Incentives
Operational planning



“**Relevant and exciting**”

“**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**”

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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

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- 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 Control	Financial Accounting	Technology & Operations Management	Sustainability Management

Financial accounting is moved to the Accounting profile.

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 ++)

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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:
 - Compliance with an increasing spectre of rules and regulations (e.g. Corruption, tax compliance and competition law)
- The CSO track +++



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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



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BUS MINOR?

- **Requirements:**

- Total of 22,5 ECTS with a BUS code
- At least one of the two compulsory 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

In short:

You can't run a business without BUS



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QUESTIONS?

Contact the BUS Academic Coordinator

Trond Bjørnenak

trond.bjornenak@nhh.no



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WELCOME TO BUS!