



NHH



BUS

BUSINESS ANALYSIS AND PERFORMANCE MANAGEMENT
(ØKONOMISK STYRING)

Malin Arve
Spring 2020



SUSTAINABLE VALUE CREATION IN FIRMS AND ORGANISATIONS

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Internal focus

External focus

Operational focus

Sustainability focus



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“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”

A broad major at the core of business (and “siviløkonomstudiet”)

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Strategy and
management

Corporate
Finance

Marketing

(Micro-)economics

BUS

Innovation and
business development

Business
Analytics



Taxation



STRUCTURE

2 compulsory core courses

BUS400E/N Management Control
and

BUS401E/N Strategic Profitability Analysis and Pricing

1 compulsory methodology course

BUS444/ECN402 Econometrics
or

STR402A Methodology for Master Thesis

(At least) 3 electives

Track 1:
Management
Control

Track 2:
Financial
Accounting

Track 3:
Technology &
Operations
Management

Track 4:
Sustainability
Management



Track 1: Management Control

Fall

BUS422E	Capital Budgeting
BUS429	Pricing Analytics and Revenue Management
BUS441	Konkurransestrategi
BUS456	Behavioral Business Strategy

Spring

BUS422N	Investeringsanalyse
BUS427	Advanced Management Accounting
BUS428	Økonomisk Organisasjonsteori
BUS438	Strategisk Outsourcing og Franchising
BUS451	Dynamisk Virksomhetsstyring



Track 2: Financial accounting

Fall

BUS402N	Finansregnskap
BUS435E	Governmental and Nonbusiness Accounting
BUS440B	Verdivurdering med Regnskapsanalyse
BAN432	Applied Textual Data Analysis for Business and Finance

Spring

BUS402E	Financial Accounting*
BUS424N	Regnskapsanalyse
BUS435N	Regnskap og Budsjettering i Offentlige Organisasjoner
BUS440A/E	Valuation with Financial Statement Analysis
FIE441	Taxes and Business Strategy



Track 3: Technology & Operations Management

Fall

BUS403	Supply Chain Management
BUS432E	Operations Management
BUS460	Operational Risk Management
BUS466	Næringseiendom: Investering og Forvaltning
BAN401	Applied Programming and Data Analysis for Business
BAN402	Decision Modelling in Business

Spring

BUS432N	Operations Planlegging
BUS467	Innkjøpsledelse
BAN403	Simulation of Business Processes
BAN430	Forecasting



Track 4: Sustainability Management

Fall

BUS446	Sustainable Business Models
BUS442	Konkurranserett
BUS443	Fraud Detection
BUS469	Corporate Liability and Sustainable Markets

Spring

BUS446	Sustainable Business Models
ETI450	Corporate Social Responsibility
BUS452	Corruption - Incentives, Disclosure and Liability
BSU465	Corporate Crime: Detection and Prevention



ETHICS REQUIREMENT

You need 2.5 stp 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



CHANGES TO THE COURSE PORTFOLIO

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<https://www.nhh.no/en/study-programmes/msc-in-economics-and-business-administration/business-analysis-and-performance-management/>



TROND BJØRNENAK

NHH



New Academic Coordinator starting Fall 2020

Broad experience in teaching and research in
core BUS topics

Deep knowledge of the functioning of NHH



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QUESTIONS?

Contact the BUS Academic Coordinator

Spring 2020: Malin Arve

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Fall 2020: Trond Bjørnenak

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WELCOME TO BUS!