



December 9, 2021

Final seminar

Interreg project RUC / CAU

Double master's degree in Business Administration

Date: 29th of November 2021

Time: 09:00 to 11:00

Place: Zoom, online seminar

Meeting facilitator: Assoc.Prof. Margit Neisig, Head of Study

Minute taker(s): Trine Krogh Håkansson and Martin Lund Kristensen

Participants present:

German scholars:

1. Prof. Carsten Schultz, Technology Management/Innovation
2. Prof. Jost Henrich Heckemeyer, corporate accounting and corporate taxation.
3. Prof. Frank Meisel, Supply Chain Management.
4. Prof. Stefan Hoffmann, Marketing.
5. Prof. Claudia Buengeler, HRM and Organization.
6. Doctoral candidate, Tinka Krueger, Innovation and technology management.
7. Doctoral candidate, Sophia Ackerhans, Innovation and technology management.
8. Student assistant, Katharina Streck
9. Student assistant, Katharina Wichtmann

German Partner:

10. Volker Ratje, Wirtschaftsförderungsagentur Kreis Plön GmbH

Danish scholars:

11. Assoc. Prof. John Dam Scheuer – Organization Theory and change
12. Prof. Lars Fuglsang - Innovation, service, Experience

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13. Ass. Prof. Mette Apollo Rasmussen - Leadership and Organization Studies
14. Assoc. Prof. Margit Neisig, Head of Study – Leadership, HRM, Technology, Sustainability
15. Teaching Assoc. Prof. Martin L Kristensen – Leadership, Organization and HRM
16. Project assistant and Stud. merc. Trine Krogh Håkansson

RUC Administration:

17. Senior Advisor, Shirley Pollak – Administration and legal issue concerning double/joint degrees

Danish Partners:

18. Dorthe Skovrød Christensen, Senior Consultant, Regional Development, Region Zealand

Agenda of the meeting:

- 1) 09.00 – 09.10 Welcome and Introduction to the Agenda by Margit Neisig
- 2) 09.10 – 09.25 Short wrap-up from business and student surveys and interview results by Tinka Krueger.
- 3) 09.25 – 09.40 Presentation of the prototype curriculum and the prototype structure by Martin L. Kristensen and Sophia Ackerhans.
- 4) 09.40 – 09.50 Competencies of the profile by Margit Neisig.
- 5) 09.50 – 10.00 Briefly about the future of the project and recommendations by Carsten Schultz.
- 6) 10.00 – 10.50 Questions and recommendations from the participants.
- 7) 11.00 Thank you for today!

1: Welcome and Introduction to the Final Seminar by Margit Neisig

Margit Neisig welcomes the participants for the Final seminar about the joint project between RUC and CAU regarding a double master's degree in Business Administration.

Neisig introduces the program of the final seminar.

2: Short wrap-up from the main conclusions from the Student and Business surveys and Interviews by Tinka Krueger

- More than 50% of the participating companies in both countries are already connected to respectively Denmark and Germany.
- More than 60% of companies already employ staff with an MSc. Business Administration.
- The participating companies want to hire graduates in project management, marketing, international business, and business development.
- The companies fairly emphasize that the candidates have close connections to respectively Denmark and Germany.
- There is a potential market for candidates with a different profile, as some companies currently do not have access to candidates with the desired abilities and competencies.
- More than 30% of students plan a stay abroad in both countries in connection with their current study.
- The German and Danish students also find Denmark and Germany relevant as targets for a stay abroad, as 9% find Denmark and Germany relevant. Furthermore, about a third of the students planning a stay abroad from RUC's study find Northern Germany particularly relevant and choose a double MSc. Business Administration, where CAU was one of the universities.
- About 50% of the students surveyed in both countries want to start a master's degree after their current education.
- **Opportunities**
 - Building and strengthening personal international relationships.
 - Gaining experience abroad and increasing knowledge of Germany and Denmark.
 - Obtaining a double degree.
- **Threats**
 - Financing potential costs.
 - Accommodation.
 - Selection of courses taught in English.
 - Having to leave friends.
 - Knowledge of the university

3: Presentation of the prototype curriculum and the prototype structure by Martin L Kristensen and Sophia Ackerhans.

Legal and administrative issues:

- The collaboration is regulated through a legally binding agreement between Roskilde University and Kiel University.
- The double degree study program is incorporated into the partner universities' existing study regulations.
- An updated list of current course offerings can be found on the websites of the respective study programs.

Underlying considerations:

- We have different dates for semester start and end; therefore, we have placed the stays at partner universities, where it seems to be associated with the fewest practical issues.
- Despite the structure of the program, we wanted the students to feel like they were part of a special community associated with the study program.
- We also wanted to create something together that could bind the universities together and create a holistic feeling among the students.
- These wishes were initially realized as 'Project D.'

Project D:

- The project runs over two semesters and across both universities.
- The project aims to provide students with theoretical knowledge and empirical insight into the complexities associated with intercultural organizational interaction.
- The project is also intended as a unique parameter for this double degree study program.
 - Providing a combination of master's degrees in business economics with specialist knowledge of Danish-German intercultural organizational interaction.
 - These dual competencies are also in demand by Danish companies.

Study program RUC students at CAU:

4th semester	30 ECTS Master thesis				
3rd semester	5 ECTS project seminar (D) (Continued)	15 ETCS project (C/Internship)		5 ECTS Advanced study course in Business Administration	5 ECTS Advanced study course in Business Administration
2nd semester	5 ECTS project seminar (D)	10 ECTS mandatory quantitative course (2 x 5-ECTS courses)	5 ECTS Elective course	5 ECTS Elective course	5 ECTS Elective course
1st semester	10 ECTS mandatory theory course (Leadership)	10 ECTS mandatory theory course (Innovation management)		10 ECTS project A	

1st semester at RUC Normal semester

2nd semester: Working with German students at CAU – **Project D**

3rd semester at RUC: Working with the German students visiting CAU – **Project D**

4th semester at RUC: Master’s Thesis

Study program CAU students at RUC:

4th semester	30 ECTS Master’s thesis					
3rd semester	5 ECTS project seminar (D) (continued)	15 ETCS project (C/Internship)			10 ECTS (or 2 x 5 ECTS) Elective course	
2nd semester	5 ECTS project seminar (D)	5 ECTS SBWL B (2)	5 ECTS SBWL A (3) research seminar	5 ECTS SBWL B (3) research seminar	5 ECTS quantitative course	5 ECTS quantitative course
1st semester	5 ECTS SBWL A (1)	5 ECTS SBWL B (1)	5 ECTS SBWL A (2)	5 ECTS Elective Course	5 ECTS Elective Course	5 ECTS Elective Course

1st semester at CAU: Normal semester

2nd semester at CAU: Working with Danish students visiting CAU – **Project D**

3rd semester at RUC: Working with the Danish students at RUC – **Project D**

4th semester at CAU: Marster Thesis

4: Competencies of the profile by Margit Neisig.

- Through project work and courses, the student achieves an academic progression and specialization that enables the practical application of research-based knowledge within the subject areas of the program. The Master's programme thus prepares students to perform complex and variable managerial and organisational tasks in a Danish and German business context.“
- “The student gains insight into classic as well as more recent theoretical perspectives on management and organisation, including on processes, practices and business strategies. This may be concerning innovation and value creation, economic organisation or organisational leadership.
- By applying scientific theories, methods, and problem views, the student learns to work independently, critically, and analytically with interdisciplinary business administration and related social-scientific issues. Students acquire action competencies through course exercises and workshops, and in realistic project courses, where specific problems are observed and analysed closely between theory and practice. This also provides the student with skills to identify organisational challenges and opportunities, specific issues concerning collaboration between Danish and German companies, and to develop and implement solutions.
- Through the project work form, students develop and hone their skills in presentation and argumentation, problem and task solving, project organisation and leadership, and the use of advanced analytical tools. This is supported by a varied and business-relevant range of courses and teaching methods.
- Language skills: Language is not at the ECTS par of the program. It is possible to gain language skills from the language centre at CAU – it is at part “on top” of the normal ECTS program”. At RUC at Bachelor level, you can achieve a German language profile also “on top” of the bachelor ECTS program.

5: Briefly about the future of the project and recommendations by Carsten Schultz.

Future of the project:

- Team continues the collaboration concerning the establishment of a double master's degree.
- A legally binding agreement has to be established.
- Therefore, there will be costs and potential applications for funding, e.g., Interreg 6A funding or other financial support.

- Possible launch of DDBA in summer 2023.
- Possible first students to attend the program in summer 2024.

Recommendations:

- Establishment of a double degree study program.
- A legally binding agreement between RUC & CAU.
- Enrollment of first students in September 2024 or approx. two years from the decision time.
- A double degree study program must fit into existing relevant curricula and course offerings.
- Project D spanning over two semesters, enables understanding of intercultural organizational interaction.
- A double degree serves as a guideline to include additional subjects at RUC and CAU and include further universities into the study program later.
- Double degree study program may require a supply of additional resources (e.g., achieved through an application for project funding from Interreg to e.g., study program coordinators, funding assistance)

6: Questions and recommendations from the participants.

After the presentation, Neisig and Schultz asked if anyone had questions to ask or recommendations, they would like to share.

- **John Damm Scheuer: Ask how the exams related to project D will be organized?**
 - **Carsten Schultz answers:** It will be project-based together with companies.
 - **Margit Neisig answers:** It will be evaluated by both sides. How we share it, we have not decided yet.
- **John Damm Scheuer: How will RUC's PPL principles be communicated to the German students?**
 - **Carsten Schultz answers:** We have a similar smaller project seminar. They already have 5 ECTS seminars research seminars. They will also have learning through Project D.
 - **Margit Neisig answers:** We have a foundation course at RUC, which the German students will be offered.
- **John Damm Scheuer: Concerning the financial site – what is the minimum number of students?**

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- **Margit Neisig answers:** Since we use elements from existing courses, teaching will not be an economic burden. The only new thing is project D – and we should supervise projects anyway. Thus, it is mainly the administrative costs, that will be high compared to the number of students at the beginning of this program. But when the program is running, the administrative costs will decrease proportionally.
 - **Carsten Schultz answers:** It could be an option with more partners universities to participate in the future. This is not a part of this plan yet, but we should look into in the future when this agreement and education is settled.
 - **John Damm Scheuer:** Future multiple degrees?
 - **Margit Neisig:** ISE already has a study program with multiple partners, ‘Global studies.’
 - **Shirley Pollack:** It is not more complicated to manage than a double degree to manage.
- **Frank Meisel: I think it is a very good project you have done, and I hope this will be a success and that students will participate.**
 - **Carsten Schultz:** What is the chance you would involve other courses in, e.g., logistics, finance from your side at RUC?
 - **Margit Neisig:** Fininace is part of the program at RUC. Johannes Dreyer just couldn’t be here today, as he is teaching. We will get new scholars in supply chain management and in the circular economy soon. Line from Data Science is not part of this program, but we collaborate with her in research. She is establishing a Martime Center. – But her subject field is data science.
 - **Lars Fuglsang:** I think it is a good opportunity for students to specialize in other courses at CAU. Good addition, not just more of the same.
 - **Lars Fuglsang:** We must exchange the same number of students at from CAU and RUC – otherwise, it will be a disadvantage. It is important, that we can balance the students due to financial issues. When should the students decide if they want to be part of the double degree?
 - **Carsten Schultz:** I think we can manage a reasonable amount from Kiel. Kiel does not sound that cool. Maybe if students at Roskilde want to go abroad, they want to go farther away than to Kiel. Typically, students leave CAU to study abroad... not the other way around.
 - **Margit Neisig:** Students should decide when they apply for the study program because RUC students will go abroad in their second semester. We know our students prefer London and Paris. But if we have a good offer, they will think about this, and there has been much dialogue, and companies are asking for German competencies.
 - **Shirley Pollack:** One model could be if they choose the option when applying but have to confirm it when they start the program.

- **Volker Ratje:** Thank you for the presentation and the report: I chose Odense, because I wanted to learn about the Danish culture and language. I also had a language course. It might be interesting to go to Denmark. My question is: Do you have a supplement for language and about Denmark and Germany?
 - **Margit Neisig:** I have suggested the university should offer courses in Danish to all international students, but this is unfortunately not the case now.
 - **Carsten Schultz:** The language center in Kiel also offers courses in Danish, and in Scandinavian culture.

- **Frank Meisel:** We will also check what are the options for language courses at CAU. My question is: What will be the option for logistics courses at RUC? Could RUC consider if they could offer courses in logistics for the German students that want to specialize?
 - **Margit Neisig Answers:** Line Reinhardt from data science at RUC is not a part of the program for now, but we have a dialogue with her, and it could be an option in the future. We are about to hire a scholar specialised in supply chain management and a scholar specialised in the circular economy
 - **John Damm Scheuer:** This program and your courses at CAU is a great supplement to the education that we have at RUC. How can we at RUC have the opportunity to specialize? In addition, I have a question concerning the marketing of education. I wondered Dorthe Skovrød: Will we get money from the region to market this education?
 - **Dorthe Skovrød answers:** I will do what I can to activate and motivate and investigate if they (Region Zealand) are willing to give finance to this. It makes sense to continue this project. They both finance and co-finance. I want to say that I will support you. I think it is great work you have done. I think it is a great opportunity for Danish students to study German business culture.

- **John Damm Scheuer:** How do we move forward?
 - **Carsten Shultz:** We need to make a final decision here at the faculty.
 - **Margit Neisig:** The persons who should be aware of this program are positive, but we need to make a final decision.
 - **Shirley Pollack:** Besides the decision, my German colleague and I are working on establishing the education's technical and legal part.
 - **Carsten Shultz:** Open to such collaboration, as it is already listed as a possible joint activity related to a Danish-German friendship program.
 - **John Damm Scheuer:** What about the language profile at RUC?
 - **Margit Neisig:** We can only offer it at the bachelor level.

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- **Carsten Schultz:** It might be a problem motivating the students to have it as extra courses, but we have language courses in both Danish and German and culture-related courses.

7: Thank you for today!

Margit Nesig ends the seminar at 10.40 pm.

I hope we will welcome the first students in the summer of 2024. We are looking for continuing the cooperation with the German colleagues.

8: For more information and updates further on, please, visit the project website:

<https://ruc.dk/forskningsprojekt/joint-eller-doublekandidatgrad-i-business-administration>

Please also feel free to contact:

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At CAU: Carsten Schultz, schultz@bwl.uni-kiel.de