

COURSE DETAIL

APPLIED BUSINESS ECONOMICS

Country

Denmark

Host Institution

Aarhus University

Program(s)

Aarhus University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

123

UCEAP Course Suffix**UCEAP Official Title**

APPLIED BUSINESS ECONOMICS

UCEAP Transcript Title

APPL BUSINESS ECON

UCEAP Quarter Units

8.00

UCEAP Semester Units

5.30

Course Description

This course provides methodological tools and applies them to case-based analysis of real-world problems. This training equips students with practical skills and critical thinking useful for future careers such as consulting in applied economics or other related professions in industry requiring data analysis. Successful completion of the course provides students with a comprehensive understanding of the process involved with a case-based investigation in business economics. This includes defining the problem at the start of a case, identifying potential solutions, applying empirical tools and statistical methods to conduct quantitative data analysis, as well as presenting the results. The course emphasizes data-driven analysis, but students are also expected to base this on economic principles and theoretical foundations. Statistical software (for example, Excel, R) are used for data analysis. The course consists of a mix of lectures and guided project work that culminates in a written assignment. The assignment is completed small groups, and students also present the content of their assignment at the end of the course.

Language(s) of Instruction

English

Host Institution Course Number

460241U012

Host Institution Course Title

APPLIED BUSINESS ECONOMICS

Host Institution Course Details

<https://kursuskatalog.au.dk/en/course/133555/Applied-Business-Economics>

Host Institution Campus

Host Institution Faculty

Aarhus BSS

Host Institution Degree

Bachelor

Host Institution Department

Economics and Business Economics

Course Last Reviewed

2025-2026

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