



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1FE101 Introduktion till företagsekonomi för marknadsförare, 15
högskolepoäng

Fundamentals of Business Administration for Marketers, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

GIN

Date of Ratification

Approved by the Board of the School of Business and Economics 2009-12-17

The course syllabus is valid from autumn semester 2010

Prerequisites

General entry requirements and Civics A, English B, Mathematics C or Civics 1b / 1a1 +1a2, Mathematics 3b / 3c. (area eligibility 4, but with Mathematics B instead of Mathematics C)

Expected learning outcomes

The students shall

Have broad knowledge of

- values, offerings, business and markets, from an out- side-in-perspective and its interaction with an inside- out-perspective, from the local to the global
- the organization of value creation
- basic concepts of economic control
- budgeting
- calculations of costs, revenues and result

Be able to apply

- value analysis and basic pricing
- elements in a market plan
- the offerings as a marketing mix
- budgeting
- calculations of costs, revenues and result

Understand

- the consumer as a basis for business

- needs, values, offerings and the exchange of value and price
- the difference between incomes and revenues, payments and costs, and profits in projects and going concerns
- how activities drives costs and revenues

Content

- Definition of value, Value analysis
- Consumption of values and satisfaction
- Consumer behaviour
- What consumers consumes: the offerings: products, services, experiences
- The business as offering of values
- Pricing: Understanding and capturing customer value
- Relations as a consequence of exchanges of values
- Consumers and businesses as actors on the market
- The business as creating expectations of its offerings: Branding, communication and sales
- Mass consumption, segmentation and personalization • The creation of values, inside the business, with other businesses and with the consumers
- Organizing the value-creation
- Key concepts of management accounting
- Budgeting
- Calculations of costs, revenues and result

Type of Instruction

Literature studies, lectures and open ended case seminars.

The course is given in Swedish or in English.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Required reading

- Kotler & Armstrong. *Marketing. An introduction*, Pearson, latest European edition, 550 pages
- Gowthorpe, C, *Management Accounting*, South-Western Cengage Learning, latest edition, 693 pages (When the course is given in Swedish: Ax, C., Johansson, C., Kullvén, H, *Den nya ekonomistyrningen* och Ax, C., Johansson, C., Kullvén, H, *Den nya ekonomistyrningen Övningsbok med lösningar*, Liber, latest edition, 320 pages)
- *Articles*, 300 pages

