



## Course syllabus

School of Business and Economics

Department of Marketing

1FE150 Introduktion till företagsekonomi för marknadsförare, 12,5 högskolepoäng

Fundamentals of Business Administration for Marketers, 12.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G1N

### **Date of Ratification**

Approved 2014-10-01

Revised 2017-03-22 by School of Business and Economics. Literature list revised, update standard texts and changes in the division of modules in Objectives, Content, Examination and Required Reading.

The course syllabus is valid from autumn semester 2017

### **Prerequisites**

General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 3b / 3c or Civics A, English B, Mathematics C (Field-specific entry requirements 4/A4). General entry requirements with exception for Swedish A/B.

## Objectives

### **Module 1: Marketing, 7.5 credits**

After completed module the student is expected to be able to:

- account for the concept of value, offering, business and markets, from the local to the global perspective
- apply the elements in a market plan
- define the offering as a marketing mix
- explain how the consumer is the basis for business
- define needs and the exchange of value and price

### **Module 2: Management Accounting, 5 credits**

After completed module the student is expected to be able to:

- account for basic concepts of quantitative models of management and cost accounting and how these are applied in different situations
- apply models and concepts of management and cost accounting, such as calculations of costs, revenues and profit/loss, profit planning, preparation of

budget statements, evaluation of actual outcome against budget plans, methods of capital investment appraisals and performance measurements

- account for how different models of management and cost accounting are applied in different situation with the support of relevant data and the models and concepts which are discussed in the course

## Content

### **Module 1: Marketing, 7.5 credits**

The module contains:

- definition of value
- consumption of values and satisfaction
- consumer behavior
- what consumers consumes: the offerings: products, services and experiences
- the business as an actor on the market
- the business as offering of values
- pricing: understanding and capturing customer value
- relations as a consequence of exchanges of values
- mass consumption, segmentation and personalization
- the business as creating expectations of its offerings: branding and communication
- the creation of values, inside the business, with other businesses and with the consumers

### **Module 2: Management Accounting, 5 credits**

The module contains:

- key concepts of management accounting
- budgeting
- calculations of costs, revenues and profit/loss
- profit planning
- preparation of budget statements and evaluation of actual outcome against budget plans
- methods of capital investment appraisals
- performance measurements

## Type of Instruction

Literature studies, lectures and open ended case seminars.

Obligatory parts are stated in the schedule.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

### **Module 1: Marketing, 7.5 credits**

The Module is examined through written queries and Project work.

### **Module 2: Management Accounting, 5 credits**

The Module is examined through written exam and case.

## Concerning both modules:

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students

that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

### Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

### Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: The course overlaps 1FE105 with 100 %.

### Required Reading and Additional Study Material

#### **Required reading**

#### **Module 1: Marketing, 7,5 credits**

Armstrong, G. & Kotler, P., *Marketing. An introduction*. Pearson. Latest European edition. About 650 pages.

Scientific articles within marketing. About 100 pages.

#### **Module 2: Management Accounting, 5 credits**

Gowthorpe, C., *Management Accounting*. SouthWestern Cengage Learning. Latest edition. About 330 pages.