



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 by School of Business and Economics 2014-10-01

The course syllabus is valid from autumn semester 2020

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). Basic eligibility (with the exception of Swedish A/B).

Objectives

Module: Marketing, 7.5 credits

After completing this module the student should 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: Management Accounting, 5 credits

After completing this module the student should 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: 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: 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

The following applies to all modules:

The teaching consists of lectures and seminars. Dates for compulsory elements are stated in the schedule.

Examination

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

Module: Marketing, 7.5 credits

The module is examined through two written examinations and a written assignment.

Module: Management Accounting, 5 credits

The module is examined through a written examination and case.

The following applies to all 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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the module at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame

given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following 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: Marketing, 7.5 credits

Armstrong, G., Brennan, R., Harker, M. & Kotler, P. *Marketing. An introduction*. Pearson. Latest European edition. About 600 pages.

Scientific articles within marketing. About 100 pages.

Module: Management Accounting, 5 credits

Gowthorpe, C., *Business Accounting & Finance*. Cengage Learning EMEA. Latest edition. About 610 pages.