



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 2021-02-11 by School of Business and Economics.

The course syllabus is valid from autumn semester 2021

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: Business Accounting, 5 credits

After completing this module the student should be able to:

- explain and exemplify the central concepts in financial and management accounting
- describe the content of financial statements and calculate accounting ratios to assist in the basic analysis of financial statements
- establish product costs and identify the links between costing and pricing
- determine cost behaviour and perform cost-volume-profit analysis

- analyse the role of budgeting in organisational planning and produce a comprehensive set of budgets
- present and interpret the simple methods of capital investment appraisal
- apply the models of financial and management accounting in different situations

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: Business Accounting, 5 credits

The module contains:

- central concepts of financial and management accounting
- financial statements
- accounting ratios
- product costing
- pricing
- profit and sales planning
- budgetary planning
- capital investment decisions

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: 1FE105 with 12,5 credits.

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.