



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

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

1FE150 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 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

### **Prerequisites**

General entry requirements + Mathematics 3b alt. Mathematics 3c, Civics 1b alt. Civics 1a1 +1a2 and English 6.

## Objectives

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

After completing this module the student should be able to:

- account for concepts value, offering, business and markets, from the local to the global perspective
- apply the elements in a market plan
- define the offerings 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.

## 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.

The grade of the course is a combined assessment from the grades of the various course modules. The combined assessment is based on the grades and the scope of the course (number of credits). The more extensive a module is, the greater impact it will have on the final grade. Module grades with the grading scale between G-U will not be considered into the combined assessment. However, a G is required for each of the modules in order to receive a final course grade.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing 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 course/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.