



Course syllabus

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

1FE505 Företagsekonomi I - organisation och marknadsföring, 15
högskolepoäng

Business Administration I – organisation and marketing, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by the Board of the School of Business and Economics 2009-12-10

Revised 2011-06-13. Reading list revised

The course syllabus is valid from autumn semester 2011

Prerequisites

NO VALUE DEFINED

Expected learning outcomes

SUBCOURSE 1 Organization and Leadership, 6 credits

After completing this course the student should be able to:

- account for basic theory in organizing and management
- account for classic contributions to organization theory and the development of the field
- interpret organizational phenomena as seen from different perspectives
- argue for various courses of action in an organization in relation to theories and perspectives

SUBCOURSE 2 Marketing, 6 credits

After completing this course the student should be able to:

- account for and analyze basic theory within consumer-related marketing
- identify and discuss the different phases in an organization's marketing process
- account for and discuss the conceptions and models of service marketing as well as for the importance of relationship management in marketing

- as for the importance of relationship management in marketing
- describe and explain differences between consumer-related and industrial-related marketing, “Business-to-Business”
- describe and discuss basic questions at issue in Swedish marketing law and marketing ethics

SUBCOURSE 3 Field study, 3 credits

After completing this course the student should be able to:

- formulate a research question in relation to theory and empirical phenomena
- account for and use research methodology in practice
- apply basic knowledge in disposition and formalities of an academic report
- apply knowledge of theories and perspectives from modules 1 and 2 in order to understand organizations
- carry out a minor field study, including written and oral presentation.

Content

SUBCOURSE 1 Organization and Leadership, 6 credits

- Organization theory classics and the development of the field
- People, work and motivation
- Formal and informal social structure
- Organizational environment and strategy
- Politics and power
- Culture and symbolism
- Leadership as perspective and practice
- Change and learning
- Gender and diversity in organizations

SUBCOURSE 2 Marketing, 6 credits

- Market analysis, planning and strategy
- Marketing mix and means of competition, such as product and service offer, price, marketing communication, distribution, brand and image – primarily focusing consumer markets
- Industrial marketing, “Business-to-Business”, relationships and networks
- The customer – behavior, target groups, relationships and value creation
- Service management – service logics and marketing of services
- Swedish marketing law and marketing ethical questions at issue

SUBCOURSE 3 Field study, 3 credits

- Introduction to research methodology
- Analysis of organizations and their marketing
- Writing and oral presentation of academic reports

Type of Instruction

Teaching consists of lectures, seminars, case studies and group assignments. Participation in and preparation for certain, specified in course instructions, course elements are mandatory. Theory and practice are actively integrated, for example by interaction with companies and other organizations. Students are introduced to traditional academic work methods, such as oral and written presentation of their own material, opposition and seminars.

Examination

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

The course is examined through individual written examinations and through papers written in groups, as specified in course instructions. Examination also include oral presentation in a professional manner. Active participation in mandatory seminars is required for a pass grade.

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.

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 AF according to the ECTS scale.

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 evaluation during the course or oral communication with the students, can occur and is encouraged in order to secure continuous quality improvement.

Required Reading and Additional Study Material

SUBCOURSE 1 Organization and Leadership, 6 credits

Bakka, J. F. Fivelsdal, E. & Lindkvist, L. Organisationsteori: struktur, kultur, processer. Malmö: Liber. 282 p. Latest edition

Bryman, A. & Bell, E. Företagsekonomiska forskningsmetoder. Malmö: Liber Ekonomi. Selection of 621 p. Latest edition

Eriksson-Zetterquist, U. Kalling, T. & Styhre, A. Organisation och organisering. Malmö: Liber. Selection, approx. 300 p. Latest edition

SUBCOURSE 2 Marketing, 6 hp (6 higher education credits)

Kotler, P. Armstrong, G. Parment, A. Principles of Marketing Swedish Edition. Harlow: Pearson Education Ltd. Approx. 500 p. Latest edition

Bryman, A. & Bell, E. Företagsekonomiska forskningsmetoder. Malmö: Liber Ekonomi. Selection of 621 p. Latest edition

Grönroos, C. Marknadsföring i tjänsteföretaget. Malmö: Liber Ekonomi. 100 p. Latest edition

Svensson, C. A. Den svenska marknadsföringslagstiftningen. Lund: Studentlitteratur. 130 p. Latest edition

Additional study material:

Course instructions

Articles approx. 300 p.

SUBCOURSE 3 Field study, 3 hp (3 higher education credits)

Kotler, P. Armstrong, G. Parment, A. Principles of Marketing Swedish Edition. Harlow: Pearson Education Ltd. Approx. 500 p. Latest edition

Bakka, J. F. Fivelsdal, E. & Lindkvist, L. Organisationsteori: struktur, kultur, processer. Malmö: Liber. 282 p. Latest edition

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