



## Course syllabus

School of Business and Economics  
Department of Organisation and Entrepreneurship

1FE521 Företagsekonomi I - organisation, ledarskap och marknadsföring, 15 högskolepoäng

Business Administration I - Organization, Leadership 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 2014-10-29  
Revised 2017-09-20 by School of Business and Economics. Literature list revised.  
The course syllabus is valid from autumn semester 2018

**Prerequisites**  
General entry requirements for university studies.

### Objectives

MODULE 1 Organization and Leadership, 6 credits

After completing the module the student is expected to 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

MODULE 2 Marketing, 6 credits

After completing the module the student is expected to 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
- describe and explain differences between consumer-related and industrial-related

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- marketing, "Business-to-Business"
  - describe and discuss basic questions at issue in Swedish marketing law and marketing ethics

#### MODULE 3 Field study, 3 credits

After completing the module the student is expected to 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

#### MODULE 1 Organization and Leadership, 6 credits

The module contains:

- organization theory classics and the development of the field
- people, work and motivation within the organization
- 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

#### MODULE 2 Marketing, 6 credits

The module contains:

- 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

#### MODULE 3 Field study, 3 credits

The module contains:

- introduction to research methodology
- analysis of organizations and their marketing
- writing and oral presentation of academic reports

### Type of Instruction

Module 1: Teaching consists of lectures.

Module 2: Teaching consists of lectures.

Module 3: Teaching consists of lectures and tutoring.

## Examination

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

Module 1: The module is examined through a group assignment and an individual written exam.

Module 2: The module is examined through a group assignment and an individual written exam.

Module 3: The module is examined through a written group report. Examination also includes oral presentation in front of the class.

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 courses of which the content fully, or partly, corresponds to the content of this course: 1FE520

## Required Reading and Additional Study Material

### Required reading

#### **MODULE 1 Organisation and Leadership, 6 credits**

Bolman, L. D. & Deal, T. E. *Nya perspektiv på organisation och ledarskap*. Lund: Studentlitteratur. Latest edition. About 560 pages.

Lindkvist, L., Bakka, J. & Fivelsdal, E. *Organisationsteori: struktur, kultur, processer*. Malmö: Liber. Latest edition. About 320 pages.

Complementary literature, about 100 pages.

#### **MODULE 2 Marketing, 6 credits**

Grönroos, C. *Marknadsföring i tjänsteföretaget*. Malmö: Liber Ekonomi. Latest edition. About 100 pages.

Kotler, P., Armstrong, G. & Parment, A. *Principles of Marketing Scandinavian Edition*. Harlow: Pearson Education Ltd. Latest edition. About 500 pages.

Svensson, C. A. *Den svenska marknadsföringslagstiftningen*. Lund: Studentlitteratur. Latest edition. About 130 pages.

Scientific articles, about 300 pages.

**MODULE 3 Field work, 3 credits**

Bolman, L. D. & Deal, T. E. *Nya perspektiv på organisation och ledarskap*. Lund: Studentlitteratur. Latest edition. About 560 pages.

Bryman, A. & Bell, E. *Företagsekonomiska forskningsmetoder*. Malmö: Liber Ekonomi. Latest edition. About 620 pages.

Grönroos, C. *Marknadsföring i tjänsteföretaget*. Malmö: Liber Ekonomi. Latest edition. About 100 pages.

Kotler, P., Armstrong, G. & Parment, A. *Principles of Marketing Swedish Edition*. Harlow: Pearson Education Ltd. Latest edition. About 500 pages.

Svensson, C. A. *Den svenska marknadsföringslagstiftningen*. Lund: Studentlitteratur. Latest edition. About 130 pages.

Additional literature, about 500 pages.