



Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

1FE660 Företagsekonomi II - metod och uppsats, 7,5 högskolepoäng

1FE660 Business Administration II - Method and Thesis, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2009-12-10

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

The course syllabus is valid from spring semester 2023

Prerequisites

Business Administration 1-30 credits or at least 15 credits in Organisation and Marketing, or at least 15 credits in Management Accounting, as well as at least 7.5 credits in Business Administration II

Objectives

Business Administration Method and Thesis, 7.5 credits (ECTS)

On completion of the course, students should be able to:

- recognise how different scientific concepts and models and techniques can be used within the field of business administration
- utilise business administration theories and outlooks to analyse and solve current business administration problems and issues
- understand and apply quantitative and qualitative analysis of data in the form of interview-surveys and observation techniques, use of official statistics and other data material
- demonstrate practical skills in planning and carrying out a study or an investigation

Content

Business Administration Method and Thesis, 7.5 credits (ECTS)

The course consists of lectures, seminars and supervisory meetings. The course contains a run-through of the most common concepts, methods and techniques in a research process with emphasis on practical usability:

The course content is concentrated to the following elements:

- A. Scientific theory, outlooks and perspectives
- B. The research process and research methodology
- C. Research methods, data acquisition and analytical techniques
- D. Carrying out and complete a research project

Type of Instruction

Teaching is in the form of lectures, seminars, case studies and group assignments. Participation in and preparation for seminars is obligatory.

Examinations are, to some extent, carried out individually throughout the course through:

- Individual participation in obligatory elements
- Group-written presentation of completed thesis

The final grade is partly related to individual participation and partly to the group-written presentation.

Examination

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

Results are graded using one of the terms Passed with distinction, Pass or Fail, and AF according to the ECTS scale. Grading is determined by how well students have fulfilled the expected learning outcomes.

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.

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

Obligatory literature

Bryman, A & Bell, E. (2005). Företagsekonomiska forskningsmetoder. Malmö : Liber ekonomi.

Reference literature

Specified throughout the course.