



Course syllabus

School of Business and Economics
Department of Marketing

1FE693 Business Administration II - Business Relations, 7,5
högskolepoäng

Business Administration II - Business Relations, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by School of Business and Economics 2018-01-24

The course syllabus is valid from autumn semester 2018

Prerequisites

Business Administration I, 30 credits or at least 15 credits completed courses from Business Administration I and English B/6 or the equivalent.

Objectives

After completing the course the student is expected to be able to:

- explain the concepts of business marketing, business relationships and networks, business products and services
- describe and explain the characteristics of business markets and how companies relate to each other via a network perspective
- describe and reflect upon the process of marketing and purchasing business products and services
- explain the importance of customer retention and customer value maximisation
- analyze a real business situation and design effective customer and supplier relationship management strategies.

Content

The course contains:

- business-to-business marketing and purchasing
- network perspective: Business relationships and networks, their structure, content and importance
- relationship perspective: Managing relationships with other actors in the business-to-business market

Type of Instruction

The teaching consists of lectures and group exercises. Obligatory parts are stated in the schedule.

Examination

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

The course is examined through a written exam and a group assignment.

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.

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: 1FE690, 1FE706:1, 1FE711:1, 1FE692

Required Reading and Additional Study Material

Required reading

Ellis, N. *Business-to-Business Marketing: Relationships, Networks and Strategies*. Oxford University Press: NY. Latest edition. About 350 pages.

Ford, D., Gadde, L-E., Håkansson, H. & Snehota, I. *Managing Business Relationships*. Chichester: Wiley. Latest edition. About 240 pages.

Scientific articles, about 100 pages.