



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

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

1FE693 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 2018-01-24

Revised 2023-02-27 by School of Business and Economics. Objectives, content and standard texts.

The course syllabus is valid from autumn semester 2023

Prerequisites

At least 15 credits completed courses in Business Administration G1N, of which at least 7.5 credits of marketing and English 6, or the equivalent.

Objectives

After completing this course the student should 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
- understand the role of digitalization in business marketing
- 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
- digitalization strategies in business-to-business marketing

Type of Instruction

The teaching consists of lectures and group exercises.

Examination

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

The course is examined through a written exam 5 credits and a group assignment 2.5 credits.

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.

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 are in regular 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: 1FE690, 1FE692, 1FE706:1, 1FE711:1 and 1FE929 with 7.5 credits each.

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.