



## Course syllabus

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

1FE705 Business Administration II - Business Relations, IMC & Brand Management, 15 högskolepoäng

Business Administration II - Business Relations, IMC & Brand Management, 15 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved by the Board of the School of Business and Economics 2009-05-05

Revised 2012-06-25. Reading list revised and examination.

The course syllabus is valid from autumn semester 2012

### **Prerequisites**

Business Administration 30 ECTS, or at least 15 ECTS organisation and marketing

## Objectives

SUBCOURSE 1 Business Relations, 7.5 credits

After completing this course the student should independently be able to problematize and analyze:

- the concepts B2B (business markets), networks, business relations, entrepreneurship, and intrapreneurship. They will also be able to describe and explain characteristics of business markets and how companies relate to each other via a network perspective. They will understand the networks' part in entrepreneurial processes and in business development.

Besides the above the students will also develop their ability to plan, realize, and evaluate their own, and others, entrepreneurial procession from idea to action. The overall goal of the course is to enhance the students understanding of business relations and their role in entrepreneurship

After the course the students will be able to:

- analyse a real business situation by applying theories.
- communicate practical and theoretical understanding of business networks, relations and their role in entrepreneurship

## SUBCOURSE 2 Integrated Marketing Communication and Brand Management, 7.5 credits

After completing this course the student should be able to:

- describe and discuss fundamental concepts in marketing communications and branding
- analyze an organizations communication efforts from an integrated marketing communication perspective
- identify and explain the significance of branding in an organization
- apply relevant theoretical concepts to practical case studies

## Content

### SUBCOURSE 1 Business Relations, 7.5 credits

- The entrepreneurial spirit
- The network perspective
- Managing relationships with professional customers, suppliers and other business partners
- Design and implementation of the offering
- Technology and technological development in business markets

### SUBCOURSE 2 Integrated Marketing Communication and Brand Management, 7.5 credits

The course will cover the following major areas of marketing communication both with a theoretical and a practical emphasis:

- Marketing communications theory
- Management and coordination of an organisations communications efforts
- Brand management
- Integrated marketing communications

## Type of Instruction

The course consists of lectures, guest lectures, seminars, case studies and group exercises. Guest lectures and seminars are compulsory. Active student participation is required in seminars, where assignments are worked out and presented. Participation in case study exercises, seminar exercises etc, is obligatory, as is preparation for these.

## Examination

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

Assessment of the student's attainments is carried out by means of written examinations and by the submission of solutions to case studies achieved either independently or in a group, and written exercises.

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 A-F according to the ECTS scale.  
For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

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

## Required Reading and Additional Study Material

SUBCOURSE 1 Business Relations, 7.5 credits

Burn, P., (2011). Entrepreneurship & small Business. Start-up, growth & maturity. (Senaste upplagan) Hampshire: Palgrave 516 s. (we will not use the whole book ;) ISBN: 978-0-230-24780-2.

Ford, D., Gadde, L-E., Håkansson, H. & Snehota, I. (2011). Managing Business Relationships. (Senaste upplagan) Wiley: Chichester. 256 s. ISBN: 978-0-470-72109-4

Additional teaching material

Articles

SUBCOURSE 2 Integrated Marketing Communication and Brand Management, 7.5 credits

Fill, C. (2011) Essentials of Marketing Communications. Prentice Hall, Financial Times. ISBN: 978-0-273-73844-2.

Kapferer, Jean Noel (2008) New Strategic Brand Management, creating and sustaining brand equity long term: Kogan Page Ltd, USA, utvalda delar ca 300 s, ISBN: 978-0-7494-5085-4

Additional teaching material

Articles and other selected material