



## Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

1FE730 Företagsekonomi II - Consumers and Shopping in the Experience Economy, metod och uppsats, 15 högskolepoäng

1FE730 Business Administration II - Consumers and Shopping in the Experience Economy, Method and Thesis, 15 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved 2010-03-11

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 Organisation and Marketing, plus at least 7.5 credits at level II.

## Objectives

SUBCOURSE 1 Consumers and Shopping in the Experience Economy, 7.5 credits

After completing this course the student should be able to:

- understand and explain consumer decision processes
- understand and describe psychological processes that influence consumers
- describe and reflect upon different aspects of shopping in the experience economy
- understand and explain how knowledge of consumers influences marketing strategy
- apply consumer behaviour theory to solve consumer marketing oriented cases and problems.

SUBCOURSE 2 Business Research Methods and Thesis, 7.5 credits

After completing this course the student should be able to:

- know how different terms, models and techniques within research methods can be used in business research
- apply business theories and perspectives to analyse and solve problems relevant to the field of business
- understand and apply qualitative and quantitative methods to gather and analyze data in the form of interviews, surveys, observation, use of public statistics and other types of data
- show practical skills in planning and conducting a research project.

## Content

SUBCOURSE 1 Consumers and Shopping in the Experience Economy, 7.5 credits

- The experience economy and its relevance for consumer behaviour and shopping
- Consumer perception and motivation
- Consumers as decision makers
- Shopping behaviour
- Group influence and opinion leadership
- Culture and lifestyles
- Consumer behaviour from a gender perspective

SUBCOURSE 2 Business Research Methods and Thesis, 7.5 credits

The course consists of lectures, seminars and meetings with the thesis tutor. The course presents the basic terms, methods and techniques in the research process with focus on the practical use.

The course content is focused to the following areas:

- A. Scientific approaches and perspectives
- B. The research process and methodology
- C. Research methods, gathering of data, and techniques for analysis
- D. To conduct and complete a research project.

## Type of Instruction

SUBCOURSE 1 Consumers and Shopping in the Experience Economy, 7.5 credits

The course consists of lectures, case studies, seminars and a field study. Active student participation is required in seminars, where assignments are worked out and presented. Participation in exercises and seminars is obligatory, as is preparation for these. The language of tuition is English.

SUBCOURSE 2 Business Research Methods and Thesis, 7.5 credits

The course consists of lectures, seminars and meetings with the thesis tutor. Active student participation is required in seminars, as stated in the course information material. The language of tuition is Swedish.

## Examination

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

SUBCOURSE 1 Examination of the course is done continuously during the entire course period. Assessment of the student's attainments to achieve a pass grade is carried

out through:

- Solutions to case studies submitted by a written paper and an oral presentation at a seminar performed in a group.
- Oral presentation based on one chapter in the course main book (Solomon, 2010) performed in a group.
- A field study submitted by a written report and an oral presentation at a seminar performed in a group.
- Home-exam submitted by a written individual paper, a written review on one paper of another student, including oral discussion at a final seminar.

To attain the grade *Pass with distinction*, students must do a separate individual exam for this purpose only. Students must report to the head of the course if they intend to do this exam, otherwise *Pass* will be registered if the above elements are approved. 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 the degree to which the students have met the learning outcomes through 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.

**SUBCOURSE 2 Business Research Methods and Thesis, 7.5 credits**

Examination is conducted both in groups and individually during the course by:

- Individual participation in obligatory elements
- Accounting for a written thesis performed in a group

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. 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 final grade is depending on individual performance and written reports done in groups. Grades from the sub-courses is compiled to one final grade for the entire course.

## 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 Consumers and Shopping in the Experience Economy, 7.5 credits**

### **Obligatory literature**

Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M.K. (2010). *Consumer Behaviour – A European Perspective*. Essex: Prentice Hall. 620 p.

Underhill, P. (2009). *Why We Buy: The Science of Shopping*. New York: Simon & Schuster. 297 p.

**Reference literature**

Lindstrom, M. (2010). *Buyology – Truth and lies about why we buy*. New York: Broadway books. 243 p.

**Additional teaching material**

The Consumer Behaviour Companion Website  
Articles 50 p.

SUBCOURSE 2 Business Research Methods and Thesis, 7.5 credits

**Obligatory literature**

Bryman, A. och Bell, E. (2003). *Företagsekonomiska forskningsmetoder*. Malmö: Liber AB.

**Reference literature**

Specified during the course.