



Course syllabus

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

1FE760 Företagsekonomi I - organisation, marknadsföring & ekonomistyrning, 30 högskolepoäng

Business Administration I – Organisation, Marketing & Management
Accounting, 30 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

GIN

Date of Ratification

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

Revised 2011-12-09. Reviderad pga översättning till engelska

The course syllabus is valid from autumn semester 2011

Prerequisites

General entry requirements and English B, Mathematics B, Civics A. (Field-specific entry requirements 4 with exception from Mathematics C).

Expected learning outcomes

SUBCOURSE 1 Organization and Leadership, 6 credits

After completing this course the student should be able to:

- account for basic theory in organizing and management
- account for classic contributions to organization theory and the development of the field
- interpret organizational phenomena as seen from different perspectives
- argue for various courses of action in an organization in relation to theories and perspectives

SUBCOURSE 2 Marketing, 6 credits

After completing this course the student should be able to:

- account for and analyze basic theory within consumer-related marketing

- identify and discuss the different phases in an organization's marketing process
- account for and discuss the conceptions and models of service marketing as well as for the importance of relationship management in marketing
- describe and explain differences between consumer-related and industrial-related marketing, "Business-to-Business"
- describe and discuss basic questions at issue in Swedish marketing law and marketing ethics

SUBCOURSE 3 Field study, 3 credits

After completing this course the student should be able to:

- formulate a research question in relation to theory and empirical phenomena
- account for and use research methodology in practice
- apply basic knowledge in disposition and formalities of an academic report
- apply knowledge of theories and perspectives from modules 1 and 2 in order to understand organizations
- carry out a minor field study, including written and oral presentation.

SUBCOURSE 4 Financial Accounting and Budgeting, 7.5 credits

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

- account for fundamental economic concepts
- recognise the fundamental conditions of entrepreneurship, including different business forms
- briefly describe the role, aim and frames of accounting
- account for fundamental principles, practice and laws in business accounting
- account for fundamental principles and methods in budgeting
- apply the theoretical knowledge by regularising and compiling simpler annual reports and budgets
- explain and apply elementary financial analyse
- utilise computer support within accounting
- recognise the different parts of annual reports
- recognise the content and formulation of external reports

SUBCOURSE 5 Accounting Management and Cost Accounting, 7.5 credits

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

- briefly describe the role of financial control in the business
- recognise the parts and function of the economy system
- account for fundamental cost accounting models and methods
- apply knowledge in simpler product and investment cost accounting
- utilise computer support within cost accounting
- explain and apply fundamental principles on standard cost and transfer prices
- explain fundamental principles within budgeting and organisations

Content

The course content is built on research within the subject field and its relevance to a social-scientific context.

SUBCOURSE 1 Organization and Leadership, 6 credits

- Organization theory classics and the development of the field
- People, work and motivation
- Formal and informal social structure
- Organizational environment and strategy
- Politics and power

- Culture and symbolism
- Leadership as perspective and practice
- Change and learning
- Gender and diversity in organizations

SUBCOURSE 2 Marketing, 6 credits

- Market analysis, planning and strategy
- Marketing mix and means of competition, such as product and service offer, price, marketing communication, distribution, brand and image – primarily focusing consumer markets
- Industrial marketing, “Business-to-Business”, relationships and networks
- The customer – behaviour, target groups, relationships and value creation
- Service management – service logics and marketing of services
- Swedish marketing law and marketing ethical questions at issue

SUBCOURSE 3 Field study, 3 credits

- Introduction to research methodology
- Analysis of organizations and their marketing
- Writing and oral presentation of academic reports

SUBCOURSE 4 Financial Accounting and Budgeting, 7.5 credits

- Fundamental economic concepts and terminology
- Fundamental conditions of entrepreneurship, including different business forms
- The role, aim and frames of accounting
- Principles, practice and laws within financial accounting
- Accounting of business activities
- Principles, practice and laws concerning valuation and distribution of company assets and debts
- Company taxes and expenses
- Equity within different business forms
- Preparation of financial statements
- Elementary financial analysis
- The budgeting process and its various stages
- Computer support during accounting and financial analysis
- The content and formulation of external reports

SUBCOURSE 5 Accounting Management and Cost Accounting, 7.5 credits

- The role of financial control
- Fundamental cost accounting concepts and terminology
- Fundamental cost accounting methods
- Fundamental cost-benefit analysis
- Product and order calculation in different decision situations
- Calculations as a basis for investment decisions
- Models for standard costs and transfer prices
- Computer support for cost accounting
- The bases of budgeting

Type of Instruction

Teaching is in the form of lectures, seminars, case studies and group assignments. Participation in and preparation for seminars is obligatory. Theory and practice is integrated actively throughout the course. This is done, among other things, through visiting and interacting with businesses or other organisations. Students are introduced to traditional academic methods of working with oral and written presentations of their own

material, opposition and seminar activity.

Teaching is carried out through Swedish.

Examination

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

The course is examined through individual written examinations and through papers written in groups, as specified in course instructions. Examination also include oral presentation in a professional manner. Active participation in mandatory seminars is required for a pass grade.

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 AF according to the ECTS scale.

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

SUBCOURSE 1 Organization and Leadership, 6 credits

Bakka, J. F. Fivelsdal, E. & Lindkvist, L. Organisationsteori: struktur, kultur, processer. Malmö: Liber. 282 p. Latest edition

Bryman, A. & Bell, E. Företagsekonomiska forskningsmetoder. Malmö: Liber Ekonomi. Selection of 621 p. Latest edition

Eriksson-Zetterquist, U. Kalling, T. & Styhre, A. Organisation och organisering. Malmö: Liber. Selection, approx. 300 p. Latest edition

SUBCOURSE 2 Marketing, 6 hp (6 higher education credits)

Kotler, P. Armstrong, G. Parment, A. Principles of Marketing Swedish Edition. Harlow: Pearson Education Ltd. Approx. 500 p. Latest edition

Bryman, A. & Bell, E. Företagsekonomiska forskningsmetoder. Malmö: Liber Ekonomi. Selection of 621 p. Latest edition

Grönroos, C. Marknadsföring i tjänsteföretaget. Malmö: Liber Ekonomi. 100 p. Latest edition

Svensson, C. A. Den svenska marknadsföringslagstiftningen. Lund: Studentlitteratur. 130 p. Latest edition

Additional study material:

Course instructions

Articles approx. 300 p.

SUBCOURSE 3 Field study, 3 hp (3 higher education credits)

Kotler, P. Armstrong, G. Parment, A. Principles of Marketing Swedish Edition. Harlow: Pearson Education Ltd. Approx. 500 p. Latest edition

Bakka, J. F. Fivelsdal, E. & Lindkvist, L. Organisationsteori: struktur, kultur, processer. Malmö: Liber. 282 p. Latest edition

Bryman, A. & Bell, E. Företagsekonomiska forskningsmetoder. Malmö: Liber Ekonomi. Selection of 621 p. Latest edition

Eriksson-Zetterquist, U. Kalling, T. & Styhre, A. Organisation och organisering. Malmö: Liber. Selection, approx. 300 p. Latest edition

Grönroos, C. Marknadsföring i tjänsteföretaget. Malmö: Liber Ekonomi. 100 p. Latest edition

Svensson, C. A. Den svenska marknadsföringslagstiftningen. Lund: Studentlitteratur. 130 p. Latest edition