



Course syllabus

School of Business and Economics

Department of Marketing

1FE929 Business Relations, 7,5 högskolepoäng

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 2015-05-13

The course syllabus is valid from spring semester 2016

Prerequisites

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

Objectives

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

- describe and explain characteristics of business markets
- explain and analyse relationships between businesses and other organisations from a network perspective
- discuss critically the terms cost, value and pricing, and the economic consequences of business relationships for the parties involved
- communicate practical and theoretical understanding of business networks and business relations in relation to technology
- apply models and theories regarding business relations on case studies, and discuss societal and ethical aspects

Content

The course contains:

- professional markets and how businesses and organisations relate to each other
- business relations with customers, suppliers and intermediaries
- the economics of business relationships
- technology in professional markets
- the network perspective and different aspects of networking

Type of Instruction

Teaching is carried out as distance learning with help from a learning platform and consists of self-studies based on instructions from the course coordinator. The course requires access to a computer and the internet. No mandatory meetings on campus are included.

Examination

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

The course is examined through individual written papers and a written exam.

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, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

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: 1FE706:1, 1FE690 and 1FE928 with 7.5 credits each.

Required Reading and Additional Study Material

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

Scientific articles approx. 100 p.

Additional literature is chosen in consultation with the examiner approx. 200 p.