



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 2015-05-13

Revised 2021-09-06 by School of Business and Economics. Changed the prerequisites, literature and update of standard texts.

The course syllabus is valid from spring semester 2022

Prerequisites

At least 15 credits completed courses from Business administration, G1N, or the equivalent. English B/English 6, or the equivalent.

Objectives

After completing this course the student 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 teaching consists of lectures. The course requires access to a computer and the internet. No compulsory 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 two 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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

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 is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 1FE706:1, 1FE690, 1FE693 and 1FE928 with 7.5 credits each.

Required Reading and Additional Study Material

Required reading

Kindström, D., Kowalkowski, C. & Parment, A. *Business marketing: managing value creation*. Lund: Studentlitteratur. Latest edition. About 250 pages.

Scientific articles. About 100 pages.

Additional literature is chosen in consultation with the examiner. About 200 pages.