



Course syllabus

Faculty Board of Science and Engineering
School of Computer Science, Physics and Mathematics

1IL040 Affärsutveckling, marknad och strategi, 7,5 högskolepoäng
Business Development, Market and Strategy, 7.5 credits

Main field of study

Business Administration

Subject Group

Informatics/Computer and Systems Sciences

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by Organisational Committee 2009-12-15

The course syllabus is valid from spring semester 2010

Prerequisites

At least one term of full-time study in Informatics (equivalent to 30 higher education credits), including a course in Information Logistics, 1IL007, or the equivalent.

Expected learning outcomes

The expected learning outcome is that the students shall have a broad knowledge of:

- how business processes are created, managed and renewed
- basic concepts related to companies' business processes
- scientific research method with a particular focus on data collection, analysis and interpretation
- how to actively manage academic literature research
- research and present business development projects
- how to identify and elaborate on theoretical concepts within marketing and strategy
- how to use theory to investigate, describe and understand empirical contexts
- definitions of theory and how theory can be used to identify, analyse and work with problems within companies' business processes.

Content

During the course the students will:

- perform literature search in academic databases on concepts related to the course literature

- perform literature analysis on the course literature
- write a closed book written exam
- identify, plan, research and report a business development project within their partner company.

Type of Instruction

The course consists of lectures and seminars on the course literature and related texts and field work, workshops and seminars related to the students partner companies.

Examination

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

On request, students may have their credits translated to ECTS-marks. Such a request must be sent to the examiner before the grading process starts.

Examination is given through the project reports, oral reports, alternative examinations and different forms of applications.

Course Evaluation

A written course evaluation will be carried out at the end of the course in accordance with the guidelines of the University. The course evaluation will be filed at the department.

Other

On request, a Swedish University course certificate will be awarded upon successful completion of the course.

Required Reading and Additional Study Material

Required reading

Armstrong, G., Kotler, P. (latest ed.), *Marketing: an introduction*. Upper Saddle River: Pearson Prentice Hall. 581 p.

Roos, G., Krogh, G. von, Roos, J. (2004), *Strategi - en introduktion* 2. uppl. Lund: Studentlitteratur. 345 p. ISBN: 978-91-44-02777-7.