



Course syllabus

Faculty Board of Science and Engineering

School of Computer Science, Physics and Mathematics

1IL040 Affärsutveckling, marknad och strategi, 7,5 högskolepoäng

1IL040 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 2009-12-15

Revised 2010-12-15 by School of Computer Science, Physics and Mathematics.
Revision made for prerequisites, expected learning outcomes, content, type of instruction and course evaluation.

The course syllabus is valid from autumn semester 2011

Prerequisites

Informatics 30 credits, including Introduction to Information Logistics 15 credits (1IL007), or the equivalent.

Objectives

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

- how business processes are created, implemented and renewed
- basic concepts related to the business processes
- how to apply scientific inquiry with particular focus on data collection, analysis and interpretation
- how to explain theories and models in marketing and strategy
- how to carry out and present the results of basic market analysis
- how to identify and describe customer value in deals
- how to establish a marketing plan.

Content

The course content comprises:

- business processes, process description and process development
- strategy, strategic capability and strategic change
- the business plan and its various subcomponents
- marketing strategy
- competition means on marketing efforts
- customer value
- market analysis and market planning

Type of Instruction

The course consists of lectures and seminars and project work.

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.

Assessment of student performance is made through written test and/or oral examinations and/or presentation of mandatory assignments and different forms of applications.

Students who do not pass the regular examination will be offered retrials close to the regular examination.

Course Evaluation

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

Other

Upon request, a Swedish University degree will be issued upon successful completion of the full demands for that degree.

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.