



## Course syllabus

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

2FE034 Company Field Study, 7,5 högskolepoäng  
Company Field Study, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2F

### **Date of Ratification**

Approved by Organisational Committee 2009-06-29

The course syllabus is valid from spring semester 2010

### **Prerequisites**

In order to be admitted to the full-semester course students are required to have a minimum of two years of successfully completed full-time studies at university level (equal to 120 higher education credits), of which one year (equal to 60 higher education credits) should be devoted to full-time studies in Business Administration, including basic marketing courses.

## Expected learning outcomes

The student shall

### **be able to apply**

- Define a problem
- Empirical and theoretical studies
- Analyzing and solving the problem
- Writing and presenting a report

## Content

This course gives the students an opportunity to conduct a field study in a Scandinavian or European company, where they, in groups, will define, analyse, solve and report on a problem within the fields of strategy, marketing or design. The report will be presented and discussed in a seminar.

The module consists of the following components:

- Defining a problem
- Empirical and theoretical studies
- Analyzing and solving the problem
- Writing and presenting a report

## Type of Instruction

Tutoring, seminars

## Examination

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

Project work, written and oral opposition

A retest will be offered a few weeks after the original written test for students who have not successfully passed the original test. At least 5 tests will be offered.

The grades are Pass with Distinction (80%-100%), Pass (60%-79%) or Failure (0%-59%).

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

## Course Evaluation

A written course evaluation is performed and compiled into a report to be kept in the university school archives. The result and any measures taken are communicated to the course co-ordinator and presented to the students participating the next time the course is offered.

## Credit Overlap

2FE043:4

## Required Reading and Additional Study Material

### **Company Field Study**

Aaker, D.A., Kumar, V. & Day, G.S. *Marketing Research*, 9 ed., Wiley, New York, latest edition. 776 pages.

Yin, R. *Case Study Research. Design and Methods*, London, SAGE, latest edition. 160 pages.

Växjö University, School of Management and Economics. Selected Articles, 100 pages.