



Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

2FE15E Examensarbete på programmet International Sales and Marketing, 30 högskolepoäng

2FE15E Graduation work on the International Sales and Marketing Program, 30 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2E

Date of Ratification

Approved 2010-11-12

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

Prerequisites

In order to be admitted to the course students have to have passed 135 higher education credits (out of 150) of the preceding 5 semesters of the International Sales and Marketing Programme.

Objectives

Problematized knowledge of limited theoretical and empirical problems;

- to independently formulate a research question,
- use scientific research methods, collect and analyse data,
- to critically discuss research reports, independently write and present a thesis.

Content

The course consists of a theoretical module of 7,5 ects credits in either professional sales or product development, a methodology module of 7,5 ects credits and a thesis of 15 ects credits. The course is conducted in a series of seminars and individual tutoring for each group.

The work with the thesis includes definition and formulation of a research question,

writing a report about the research work and critically discusses and analyse other students' thesis material.

Type of Instruction

The teaching consists of seminars and tutoring. Participation/attendance at the seminars is compulsory.

Examination

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

The examination consists of an evaluation of the thesis and the oppositions the student is writing during the process. 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 evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Methodology

- Bryman, Alan, Bell, Emma, Företagsekonomiska forskningsmetoder, Malmö; Liber Ekonomi, senaste upplagan, 621 sidor (The original English version ISBN 978-0-19-928498-6 is allowed to use)
- Yin, Robert K, Fallstudier: Design och genomförande, Malmö, Liber, senaste upplagan, 208 sidor (The original English version ISBN 0-7619-2553-8 is allowed to use)
- Vetenskapliga artiklar, 200 sidor (scientific articles 200 pages)

Sales

- 1500 pages scientific articles

Product Development

- 1500 pages scientific articles