



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

2FE22E Examensarbete på programmet International Sales and Marketing (kandidat), 15 högskolepoäng

2FE22E Degree Project on the International Sales and Marketing Program (Bachelor), 15 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2E

### **Date of Ratification**

Approved 2015-05-13

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 credits out of 150 of the International Sales and Marketing Programme. English B/English 6.

## Objectives

After completing the course the student is expected to be able to:

- independently formulate a research question
- use scientific research methods, collect and analyse data
- critically discuss research reports, independently write and present a degree project

## Content

The course contains:

- definition and formulation of a research question
- writing an academic report about the research work
- opposition on other students' degree project material

## Type of Instruction

The teaching consists of seminars and tutoring. Obligatory parts are stated in the schedule.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The degree project consists of a written report that will be defended during a seminar. Students are also required to act as opponent on another degree project as part of the examination.

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.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

A degree project that is not assessed to possibly fulfill the requirements at the final tutoring is recommended not to be treated at the originally scheduled final seminar.

## Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

## Required Reading and Additional Study Material

### **Obligatory literature**

Bryman, A. & Bell, E. *Företagsekonomiska forskningsmetoder*. Malmö: Liber Ekonomi. Latest edition. 621 pages. (The original English version ISBN 978-0-19-928498-6 is allowed to use)

Yin, R. K. *Fallstudier: Design och genomförande*. Malmö: Liber. Latest edition. 208 pages. (The original English version ISBN 0-7619-2553-8 is allowed to use)

Scientific articles. About 200 pages.

Additional literature is chosen in consultation with the tutor.