



Course syllabus

School of Business and Economics

Department of Marketing

2FE401 Företagsekonomi III - perspektiv på detaljhandelsforskning,
7.5 credits

Business Administration III - Perspectives on Retail Research

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved 2019-06-20

Revised 2021-04-08 by School of Business and Economics. Revision of set of examination and update of standard texts.

The course syllabus is valid from spring semester 2022

Prerequisites

Business Administration 30 credits G1N. Business Administration 30 credits G1F, including the following courses or the equivalent:

- Business Administration II - E-commerce 7,5 credits
- Business Administration II - IMC and Brand Management 7,5 credits
- Business Administration II - Customer Experience Management 7,5 credits or Business Administration II - Business Relations 7,5 credits
- Business Administration II - Sensory Marketing 7,5 credits or Business Administration II - Consumer Behaviour and Consumer Culture 7,5 credits

English B/English 6 or the equivalent.

Objectives

After completing this course the student should be able to:

- discuss and explain different perspectives in retail research published in the last 10 years

- formulate and discuss research problems and methodologically based research strategies that respond to the problem
- analyse, interpret and evaluate research based on scientific, social and ethical aspects
- develop and critically discuss a research proposal within the field of retail

Content

The course contains:

- perspectives on retail research during the last 10 years
- research processes within the field of retail
- research proposal within the field of retail
- scientific, social and ethical issues related to retail research

Type of Instruction

The teaching consists of lectures, workshops and seminars. Dates for the compulsory elements are stated in the schedule.

Examination

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

The course is examined through a written assignment.

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Required reading

Saunders, M., Lewis, P. & Thornhill, A. *Research methods for business students*. Pearson. Latest edition. About 870 pages.

Scientific articles covering the last 10 years of retail research. About 400 pages.