



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

2FE66E Företagsekonomi III - detaljhandel och service management, examensarbete (kandidat), 15 högskolepoäng

2FE66E Business Administration III - Retail and Service Management, Degree Project (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**

Business Administration I-II, 60 credits and at least 7,5 credits Marketing at level G2 and 7.5 credits research method

## Objectives

On completion of the course, students should be able to:

- write and defend a scientifically structured degree project
- identify, demarcate and formulate a problem with scientific relevance with regards to the specialization
- account for and motivate their choice of method and demonstrate an understanding for its consequences
- identify and process relevant theoretical sources, as well as apply them for the analysis the problem
- gather empirical data that is relevant to the problem
- independently and actively carry out an opposition

## Content

The course contains:

- various perspectives on science
- approaches to method, empiricism, theory and text production
- problem discussion and problem formulation
- written and oral communication of the degree project and the conclusions
- opposition against another degree project

## Type of Instruction

Teaching consists of tuition and seminars. Mandatory 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.

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.

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.

## 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**

Literature is chosen in consultation with the tutor.