



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

2FE67E Företagsekonomi III - examensarbete (kandidat), 15 högskolepoäng

2FE67E Business Administration III - 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 2019-08-28

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 60 credits at level G1N and G1F as well 7.5 credits

Perspectives on Retail Research and 7.5 credits research methods on G2F and English 6, or the equivalent.

## Objectives

After completing this course the student should be able to:

- apply knowledge of and understanding for the student's main subject, including knowledge of the scientific basis of the subject, understanding of applicable methods within the subject, specialized study of any aspect of the subject as well as knowledge of current research problems
- search, collect, evaluate and critically interpret relevant information for a formulated question as well as critically discuss phenomena, problems and situations
- identify, formulate and solve issues independently and complete tasks within specified timeframes
- write and defend a scientifically stated degree project

- independently and actively conduct opposition
- make assessments in the main subject using relevant scientific, social and ethical aspects
- reflect on the role of knowledge in society and the individual's responsibility for how it is used
- argue for the need for further knowledge and ongoing learning

## Content

The course contains:

- different perspectives on science linked to research in the areas of customer experiences, retail and service management
- approaches to method, empirical findings, theory and text production in the areas of customer experiences, retail and service management
- problem discussion and problem formulation in the areas of customer experiences, retail and service management
- written and oral communication of the degree project and the conclusions
- Opposition on another degree project

## Type of Instruction

The teaching consists of tuition and seminars. Compulsory elements include seminars. Dates for 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 assessed with the grades A-F according to the Linnaeus University's grade scales, where 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.

The course objectives are examined series of seminars, through oral and written presentations/defence, as well as the written master degree report (15 credits). Students are also required to pursue oral and written oppositions on other degree project as part of the examination as well as individual mini-oppositions. Irrespective of examination method, it is the individual student's performances that are assessed and graded. Grading criteria for the A–F scale are also communicated in writing to the student by the start of the course at the latest.

For students who do not participate in regular seminars or students whose dissertation is not approved, even after completion, there is possibility of repeat examination by the next regular course date. Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. The date of repeat examination will be announced no later than at the final seminar. If the degree project does not reach a passing grade at the end of the course, the student's right to further tutoring ceases.

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

### **Credit Overlap**

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 2FE66E with 15 credits.

### **Required Reading and Additional Study Material**

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Appropriate literature is chosen in consultation with the tutor.