



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

2FE73E Företagsekonomi III - marknadsföring, examensarbete
(kandidat), 15 högskolepoäng

Business Administration III - Marketing, 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 by the Board of the School of Business and Economics 2010-06-14

Revised 2011-12-09. Revised due to translation into English

The course syllabus is valid from spring semester 2012

Prerequisites

General entry requirements, as well as Business Administration 175 credits, whereof at least 22.5 credits are in Marketing.

Objectives

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

- account for and understand the consequences of different perspectives in different types of studies, when choosing method and when writing reports/essays
- identify, demarcate and formulate a problem with scientific relevance
- communicate and motivate their choice of method and demonstrate an understanding for its consequences
- identify, compile, manage and clarify relevant empiricism, on the basis of the study area and the character of the problem question
- identify, elucidate and analyse the theoretical frame of reference that relates to the study question and problem
- analyse the results of a study and in an aware, independent and reflective manner be able to clarify different ingredients in it
- write and defend a scientifically based report/essay
- independently and actively carry out an opposition

Content

- Degree Project, which means to:

- independently identify, demarcate and formulate a problem with scientific relevance
- carry out a theoretically and empirically related study on these grounds
- communicate and discuss the study question in a degree project
- oppose against another degree project
- run-through different ingredients in the degree project as well as discuss standpoints concerning choice of perspective and attitude to method, empiricism, theory and text production
- group-based supervision and guidance in the writing of degree project, as well as in questions that are related to this assignment

Type of Instruction

Supervision of all essay groups takes up a central position in the teaching. For students on campus, this normally takes place in the form of personal meetings, while supervision for distance students is generally carried out via telephone, with support of exchange of mail. Furthermore, joint meetings on campus and seminars are a natural feature in teaching. Such meetings and seminars may be included even for distance students.

Examination

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

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

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

Identification and selection of literature are included as a sub-assignment in the degree project

Reference literature

Allwood, C. M. (red.) (2004): Perspektiv på kvalitativ metod. Lund: Studentlitteratur

Andersen, I. (1998): Den uppenbara verkligheten. Lund: Studentlitteratur

Booth, W.C., Colomb, G.G., och Williams, J.M. (2004): Forskning och skrivande; konsten att skriva enkelt och effektivt. Lund: Studentlitteratur

Bryman, A & Bell, E (2005): Företagsekonomiska forskningsmetoder; Malmö: Liber

Danermark, B., Ekström, M., Jakobsen, L. & Karlsson, J. (2003): Att förklara samhället. Lund: Studentlitteratur

Denzin, K. och Lincoln, Y.S. (ed.) (2005): The Sage handbook of Qualitative Research. London: Sage Publications

Eriksson, L-T. (2001): Att utreda, forska och rapportera. Malmö: Liber

Gummesson, E. (2000): *Qualitative Methods in Management Research*. Newbury Park, Cal. USA: Sage Publications Ltd.

Gustavsson, B. (red.) (2004): *Kunskapande metoder inom samhällsvetenskapen*. Lund: Studentlitteratur

Hartman, J. (2003): *Vetenskapligt tänkande, Från kunskapsteori till metodteori*. Lund: Studentlitteratur

Patton, M. (2001): *Qualitative Research and Evaluation Methods*. Newbury Park, Cal. USA: Sage Publications Ltd.

Thurén, T. (1998): *Tanken, språket och verkligheten*. Malmö: Liber

Yin, R. (2008): *Case Study Research*. Newbury Park. Cal.; Sage Publications