



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

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

2FE73E 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 2010-06-14

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:

- account for and understand the consequences of different perspectives in different types of studies, when choosing method and when writing the degree project
- 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 degree project
- independently and actively carry out an opposition

Content

The course contains:

- problem discussion and problem formulation
- a theoretically and empirically related study
- communication of the degree project and the conclusions
- opposition against another degree project

Type of Instruction

Teaching consists of tuition and seminars. Preparation and active participation in seminars is mandatory. Mandatory parts are stated in the schedule. When the course is offered on distance, the seminars are given in a way that the examiner finds suitable.

Examination

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

The degree project consists of a written report that will be defended during a seminar on campus. This also applies to students who follow this course on a distance. 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 degree project has to be reassessed at a new final review and considered fulfilling the necessary requirements in order to be presented at a later final seminar.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr: ELNU 2011/160".

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

Litarature is chosen in consultation with tutor.