



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

2FE77E Företagsekonomi III - marknadsföring, examensarbete (kandidat), 15 högskolepoäng

2FE77E 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 2019-12-18

Revised 2022-12-05 by School of Business and Economics. Change of department
The course syllabus is valid from spring semester 2023

Prerequisites

At least 60 credits in business administration, of which 30 credits on G1N and 30 credits on G1F, registered for 7.5 credits marketing at G2F as well as 7.5 credits research methods at G2F or equivalent. English B/English 6 or the equivalent.

Objectives

After completing the course the student is expected to 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. When the course is offered on distance, the seminars are given in a way that the examiner finds suitable. Obligatory 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 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.

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/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

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.

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.