



## Course syllabus

School of Business and Economics  
Department of Marketing

4FE15E Business Administration with specialization in Marketing,  
Degree Project (Master), 15 högskolepoäng

Business Administration with specialization in Marketing, Degree  
Project (Master), 15 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

Second Level

### **Progression**

A1E

### **Date of Ratification**

Approved by School of Business and Economics 2015-05-13  
The course syllabus is valid from spring semester 2016

### **Prerequisites**

General entry requirements for the second level, and special entry requirements:  
Business Administration 105 credits including an independent project (degree project) on  
the G2E-level and 15 credits on the second level focused on a specialization within  
Marketing, and English B/English 6, or the equivalent.

## Objectives

After completing the course the student should be able to:

- independently identify relevant research problems
- plan and conduct a degree project that leads to managerial implications and thereby pay attention to societal and ethical aspects
- choose and apply relevant and advanced theories and research methods
- critically evaluate research reports
- independently write and present a degree project in dialogue with teachers, students, and other interest groups

## Content

The course is based on a series of seminars about the students' reports during the process of writing a degree project.

The work with the degree project includes definition and formulation of a research question, conduct advanced research work, writing a report about the research work and critically discuss and analyse other students's degree projects.

## Type of Instruction

Teaching consists of tutoring and seminars. Obligatory elements will be shown in the class 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.

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.

## 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.

## Credit Overlap

This course cannot be part of a degree in combination with another course in which the content fully or partly correspond to the content of this course: The course overlaps 4FE07E with 15 credits.

## Required Reading and Additional Study Material

### **Required reading**

Selected together with the tutor.