



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4FE62E Examensarbete i marknadsföring för
Civilekonomprogrammet, 30 högskolepoäng

4FE62E Degree Project in Marketing, The Business Administration
and Economics Programme, 30 credits

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1E

Date of Ratification

Approved 2013-10-15

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

Prerequisites

General entry requirements for studies on second level, and specific entry requirements:
Business Administration with at least 90 credits within the main field of Business
Administration or the equivalent and 20 credits on the second level (within the
programme).

Objectives

After completing the course the student should be able to:

- with a high level of independency identify, limit and formulate a research problem with practical and theoretical relevance together with a case company
- plan and conduct a degree project in limited time, and handle scientific, societal and ethical aspects
- select and apply adequate scientific research methods
- integrate deep knowledge within specific parts of the theory area
- critically discuss research reports
- independently write and defend a degree project that contributes to knowledge and research within the field
- present the degree project in dialogue with teachers, students and case company
- critically analyse, evaluate and constructively oppose other degree projects

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, preferably together with an assigner, conducting advanced research work, writing a report about the research work and critically discusses and analyse other students' degree project material plus presenting results for the assigner.

Type of Instruction

Teaching consists of tutoring and seminars. Participation in seminars is compulsory.

Examination

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

The assessment will be based on the writing, presentation, discussion and defending of the degree project. 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". 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 thesis 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

Required literature

Bryman, A. & Bell, E. (2013). *Företagsekonomiska forskningsmetoder*. Stockholm: Liber ekonomi. 757 p.

Additional literature will be selected together with the tutor.

Reference literature

Dahmström, K. (2005). *Från datainsamling till rapport – att göra en statistisk undersökning*. Studentlitteratur AB. 411 p.

Fowler, J.F. (1995). *Improving Survey Research Questions, design and evaluation*. *Applied social research methods series vol 38*. Sage Publications, London. 190 p.

Silverman, D. (2005). *Doing qualitative research: a practical handbook*. London: Sage. 395 p.

Wahlgren, L. (2008). *SPSS steg för steg*. Studentlitteratur AB. 188 p.