



Course syllabus

School of Business and Economics

Department of Marketing

5FE05E Business Administration with specialization in Marketing,
Degree Project (Master), 30 credits, 30 högskolepoäng

Business Administration with specialization in Marketing, Degree
Project (Master), 30 credits, 30 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A2E

Date of Ratification

Approved by School of Business and Economics 2015-05-13

The course syllabus is valid from spring semester 2016

Prerequisites

In order to be admitted to the course, the students are required to have participated in all programme courses and passed on 60 of 90 credits of the programme courses. English B/English 6.

Objectives

After completing the course the student is expected to be able to:

- independently identify research problems based on extensive knowledge of previous research
- plan and conduct a comprehensive degree project
- choose and apply relevant and very advanced theories and research methods, including methods for gathering and analysis of data
- extract concrete theoretical and managerial implications based on results of the study, and thereby pay attention to societal and ethical aspects
- independently write and present a degree project in dialogue with teachers, students, and other interest groups
- critically evaluate research projects

Content

The course is based on a series of seminars. The work with the Degree Project includes definition and formulation of a research question, conducting advanced research work, writing a report about the research work and critically discuss and analyse other students' Degree Project material.

Type of Instruction

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

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: The course overlaps 5FE00E with 30 credits.

Required Reading and Additional Study Material

Required reading

Selected together with the tutor.