



Course syllabus

School of Business and Economics

Department of Marketing

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

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

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A2E

Date of Ratification

Approved 2015-05-13

Revised 2021-06-30 by School of Business and Economics. Revision of prerequisites and update of standard texts.

The course syllabus is valid from spring semester 2022

Prerequisites

General entry requirements for second-cycle studies, plus specific entry requirements:

- Bachelor Degree in Business Administration, with a minimum of 30 credits in Marketing,
- 45 credits Business Administration on level A1N and A1F,
- Qualitative and Quantitative Methods and Applications, part 1 15 credits,
- English B/English 6, or the equivalent.

Objectives

After completing this course the student should 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. Dates for compulsory elements are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is assessed with the grades A-F according to the Linnaeus University's grade scales, where 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.

The course objectives are examined series of seminars, through oral and written presentations/defence, as well as the written master degree report (30 credits). Students are also required to pursue oral and written oppositions on other degree project as part of the examination as well as individual mini-oppositions. Irrespective of examination method, it is the individual student's performances that are assessed and graded. Grading criteria for the A–F scale are also communicated in writing to the student by the start of the course at the latest.

For students who do not participate in regular seminars or students whose dissertation is not approved, even after completion, there is possibility of repeat examination by the next regular course date. Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. The date of repeat examination will be announced no later than at the final seminar. If the degree project does not reach a passing grade at the end of the course, the student's right to further tutoring ceases.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

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: 5FE00E
with 30 credits.

Required Reading and Additional Study Material

Required reading

Selected together with the tutor.