



Programme syllabus

School of Business and Economics

Customer Experience Management, 180 högskolepoäng

Customer Experience Management, 180 credits

Level

First Level

Date of Ratification

Approved by the Faculty Board within the School of Business and Economics 2016-10-27

The programme syllabus is valid from autumn semester 2017

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c or Civics A, English B, Mathematics B (Field-specific entry requirements 4/A4). General entry requirements and Civic A, Mathematics B, and English B

Description of Programme

The programme Customer Experience Management aims to help students acquire expertise in how customer experiences are created, perceived, designed and managed in a professional manner. Based on a holistic perspective that focuses on all of a customer's interactions with a company/organisation, the student is given tools with which to coordinate these so that the customer's experiences enhance a company's identity and brands. Following completion of the programme, students will have acquired basic and advanced knowledge in both business administration and design, where digitalization is an important component. As customer experiences are central to a large number of companies and organisations, this makes it possible to find employment within a number of functions in the private, public or non-profit sectors. The programme features close collaboration with industry and other organisations, which comes into the programme in the form of workshops, seminars and projects. This means that the student gains a cohesive picture of what it is like to work within the programme's various focus areas. The programme has a natural international perspective and students have the opportunity to study parts of the programme at institutions abroad.

Objectives

Central degree objectives in accordance with the Higher Education Ordinance

Knowledge and understanding

For a bachelor's degree, the student must:

- Demonstrate knowledge and understanding within the programme's main field of study, including knowledge of the field's academic basis, knowledge of methods that are appropriate within the field, specialist knowledge of part of the field and a familiarity with current research questions.

Skills and abilities

For a bachelor's degree, the student must:

- Demonstrate an ability to search for, gather, evaluate and critically interpret relevant information in the presentation of a problem and to critically discuss phenomena, questions and situations.- Demonstrate an ability to independently identify, formulate and solve problems and to complete tasks within the given time frames.- Demonstrate an ability to present and discuss orally and in writing information, problems and solutions in dialogue with different groups.- Demonstrate the proficiency required to work independently within the relevant field.

Judgement and Approach

For a bachelor's degree, the student must:

- Demonstrate an ability to conduct evaluations within the programme's main field of study, taking into account the relevant academic, social and ethical aspects.- Demonstrate insight into the role of knowledge in society and the responsibility people have for how it is used.- Demonstrate an ability to identify their need for further knowledge and to develop their expertise.

Intended learning outcomes specific to the Customer Experience Management programme are

- Demonstrate an ability to design, lead and coordinate a company/organisation's entire spectrum of communications on the basis of on a holistic perspective of a customer's experience in order to create a clear identity and strong brands.

Content

Organisation

The programme is run by the School of Business and Economics. There is a subject co-ordinator and a subject committee composed of student representatives and the subject co-ordinator. There is also a programme group consisting of the programme's teachers.

Programme Overview

The programme Customer Experience Management covers a total of three years' full-time education. Business administration, with focus on marketing and digitalization, and design permeate the entire programme and deal with the full scope of a company/organisation's external communications. The first year consists of basic studies in business administration and design. In the second year, there is a focus on communication, partly in two-dimensional media such as advertisements or websites and partly in physical spaces such as shops, events or public spaces. There are a number of different options in the third year, e.g. study abroad for one semester, placements or various elective courses in business administration or design. The year concludes with specialised studies in business administration and a degree project.

Programme Courses

Year 1

Business Administration I - Organisation and Leadership, 7.5 cr, Level G1N (obligatory)

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Business Administration I - Marketing, 7.5 cr, Level G1N (obligatory)*

Consumer Behaviour, 7.5 hp, Level G1N (obligatory)*#

Retail Management, 7.5 hp, Level G1N (obligatory)*#

Design Thinking and Management, 15 cr, Level G1N (obligatory)*

Business Administration I – Financial Accounting and Budgeting, 7.5 cr, Level G1N (obligatory)*

Business Administration I – Accounting Management and Cost Accounting, 7.5 cr, Level G1N (obligatory)*

Year 2

Business Administration II - E-Commerce, 7.5 cr, Level G1F (obligatory)*#

Business Administration II - Integrated Marketing Communication and Brand Management, 7.5 cr, Level G1F (obligatory)*#

Digital Marketing, 7.5 cr, Level G1F (obligatory)a)#

Visual Communication Design, 7.5 cr, Level G1F (obligatory)

Business Administration II - Customer Experience Management, 7.5 cr, Level G1F (obligatory)*#

Business Administration II - Sensory Marketing, 7.5 cr, Level G1F (obligatory)*#

Statistik, 7.5 cr, Level G1N (obligatory)

Interior Design, 7.5 cr, Level G1F (obligatory)

Year 3

Study abroad 30 cr or elective courses in Business Administration or Design 30 hp.

Business Administration III - Perspectives on Retail Research, 7.5 cr, Level G2F (obligatory)*#

Business Administration III - Research Methods, 7.5 cr, Level G2F (obligatory)*#

Business Administration III - Degree Project, 15 cr, Level G2E (obligatory)*#

The courses may be offered in a different order, and certain courses (#) will be taught in English.

*Belongs to the programme's main field of study; Business Administration

a) Business Informatics

Societal relevance

The practical elements, which take place in partnership with companies and organisations, play a central role in the programme. During the programme, students are in regular contact with professionals active in the field. Various actors in the industry are an integral part of the programme in the form of guest lecturers, clients and participants in seminars and workshops. The programme has links with a number of partner companies, which enables students to gain practical experience while studying.

Internationalisation

In semester 5, Students have the opportunity to study at another institution abroad. The choice of courses is made in consultation with the subject co-ordinator. If there is the will and the opportunity, students can conduct placements abroad on their own initiative. Students are afforded the chance to benefit from the full range of agreements Linnaeus University has with foreign institutions. The majority of the course literature is in English and some courses and elements are taught in English, with international students also participating in these.

Scope of the Programme

During the programme, current issues surrounding sustainable development, gender and diversity are raised and discussed in the context of the programme and its various courses. Students are trained to analyse various markets' long-term development and how this can affect business activity with the aim of achieving long-term sustainability. Sustainability issues are discussed on the basis of environmental, economic, cultural and social perspectives.

Many of the programme's courses are characterised by a gender perspective, primarily those which cover marketing, as well as organisation and leadership. Matters such as how gender is constructed within the scope of organisations and in the cultural sphere to which these belong are discussed in these courses. There is also a discussion of how consumption as a phenomenon, both today and historically, is gender-coded and characterised by cultural notions about gender, social background, generation/age and ethnicity. Female and male perspectives on a number of different aspects is another topic. The programme is generally delivered in such a way that both women and men's experiences are revealed and developed.

The programme is characterised by an entrepreneurial approach. Various courses feature practical elements that are implemented in partnership with actors from industry and organisations. Students also have the opportunity while studying to begin developing their own entrepreneurship with support from Drivhuset and Kalmar Science Park. Internationalisation is a natural part of this, as it is a central area of the programme. As the programme strives for a high degree of topicality and relevance, international research findings and international collaboration are central.

Quality Development

The programme co-ordinator works to ensure the quality of the programme; everything from individual student contact to course and programme development. The programme has an advisory body composed of student representatives from each year who participate in issues relating to quality assurance. The work in the committee is led by the programme co-ordinator. There are student representatives from the School of Business and Economics' study programmes on the Faculty Board and the Education Council, where quality assurance is a natural element. Quality is monitored by means of course evaluations in oral and/or written form for each individual course.

Degree Certificate

The student can apply for the degree certificate upon successful completion of studies that meet the requirements stipulated in the System of Qualifications established in the Higher Education Ordinance and the specific Linnaeus University system of qualifications. Those who have completed the programme Customer Experience Management can obtain the following degree:

Filosofie kandidatexamen med inriktning mot Customer Experience Management
(Huvudområde: Företagsekonomi)

Bachelor of Science with specialization in Customer Experience Management
(Main field of study: Business Administration)

The degree certificate is printed in two languages (Swedish/English). A Diploma Supplement (in English) is included with the degree certificate.

Other Information

Each student can expect material and travel costs amounting to approx. SEK 3,000 per term in connection with design courses. Eligibility for each course within the programme is detailed in the respective course syllabus and must be fulfilled by the course start date at the latest.