



## Programme syllabus

School of Business and Economics

Customer Experience Management, 180 högskolepoäng

Customer Experience Management, 180 credits

### Level

First Level

### Date of Ratification

Approved 2019-02-06

Revised 2019-12-11 by the Faculty Board within the School of Business and Economics

The programme syllabus is valid from autumn semester 2019

### 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). English B/6 and Swedish 3/B

## Description of Programme

The Customer Experience Management programme aims to develop participants expertise through enabling their understanding of the customers' perceptions, therefore, the creation, design, and professional management of customer experiences.

Based on a holistic perspective of customers' interactions with a company/organization, the programme participants are given tools that facilitate the coordination of customer experiences, thus enhance the identity and the brands of the company. Upon the completion of the programme, students gain knowledge in the field of business administration and field of design, whereas the digitalization process is an important component of such learning.

By interacting closely with the real-life representatives through education-integrated workshops, seminars, and projects, the degree programme engages in collaboration with business and governance organizations. With this, the degree program participants are able to gain insight and a cohesive picture of their future career prospects. As there are more and more businesses and organizations that rely on the analysis of their customers' experiences, the degree program participants easily join the workforce in the private, public or nonprofit sectors.

An international perspective is another natural notion of the degree program that offers its participants with multiple opportunities for their global competencies development.

The number of courses throughout the programme is offered in English, and the programme participants are invited to undertake an international study experience within the frame of the collaborative agreements that the School of Business and Economics, as well as the Linnæus University, has established with many universities abroad.

The majority of the courses are taught in English, which includes teaching, tutorials, literature and examination

## Objectives

### **Knowledge and Understanding**

For a Degree of Bachelor, the student shall

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialized study in some aspect of the field as well as awareness of current research issues.

### **Skills and Abilities**

For a Degree of Bachelor, the student shall

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically;
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames;
- demonstrate the ability to present and discuss information, problems, and solutions in speech and writing and in dialogue with different audiences; and
- demonstrate the skills required to work autonomously in the main field of study.

### **Judgment and Approach**

For a Degree of Bachelor, the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the need for further knowledge and ongoing learning.

### **Programme-specific Objectives**

In line with the pre-set learning outcomes and the bachelors' degree requirements thus, the mission of the School of Business and Economics:

- identify and develop several customer experience concepts
- design, develop and implement customer experience strategies according to several types of businesses
- design, develop and implement customer-driven marketing strategies within the retail industry

## **Content**

### *Organization*

The education is offered by the School of Business and Economics in cooperation with the Department of Design at the Faculty of Arts and Humanities.

The *Programme Coordinator* heads the degree program and carries out an overall responsibility for the programme related matters. She/he is responsible for organizing the programme, curriculum development and for building strong relations with faculty members within the degree programme, the students and The Program Council. Thus, through interaction with representatives of the business community and other stakeholders of interest, for the continuous dialog with the prospective job market.

### *Programme Overview*

The Customer Experience Management programme is a three-year full time degree programme. Studies in business administration, focusing mainly on marketing and digitalization, along with the studies in design, reflects the entire scope of external communications at business and governance organizations.

The first year comprises foundations in business administration, and design.

The second year focuses on communication. The programme participants deepen their knowledge into two-dimensional media such as advertisements or websites, but also in physical spaces such as shops, events or public spaces.

The third and the final year offers a number of different options, e.g. studying abroad, internship or optional courses. The year concludes with specialized studies in business administration and a degree project.

### *Programme courses*

#### **Year 1**

- Business Administration I - Organisation and Leadership, 7.5 cr, G1N (mandatory)\*,

The course gives a wide theoretical understanding of different perspectives and aspects of organization and leadership. Both classic and more recent contributions to research clearly put their mark on the course, as well as a specific focus on gender issues. The purpose of the theoretical understanding is to provide knowledge and a basis for identifying and understanding organizational problems in practice.

- Business Administration I - Marketing, 7.5 cr, G1N (mandatory)\*,

The course focuses on the basic principles of marketing of goods and services with an account to the different aspect of marketing law, of sustainability and, of social responsibility. Thus, it enables students to acquire essential skills in presentation techniques practice.

- Consumer Behaviour, 7.5 cr, G1N (mandatory)\*#,

The course highlights the psychological and behavioral processes associated with consumption, from an individual level to a global societal level. Consumption is discussed and understood from an experience perspective, highlighting the social culturalization of consumption.

- Retail Management, 7.5 cr, G1N (mandatory)\*#,

The course addresses retail management with a focus on retail strategy, retail marketing mix, and technology. More specifically, the course provides students with a theoretical and practical understanding of how to design, develop and implement retail marketing strategies according to several types of businesses.

- The Basics of Design, 15 cr, G1N (mandatory),

The aim of the course is for students to gain a basic knowledge of design and different methods within design after completing the course. Students should also be able to carry out their own design projects.

- Business Administration I - Management Control and Cost Accounting, 7,5 cr, G1N (mandatory)\*#,

The course includes terminology and fundamental tools and models for management control and cost accounting. The course aims to introduce the student to the concepts of

control and cost accounting. The course aims to introduce the student to the purpose of management control and to teach the student to apply cost accounting models and techniques in different situations.

- Business Administration I - Fundamentals of Finance, 7,5 cr, G1N (mandatory) \*#,

The course introduces models for investment appraisal and financial planning. The student will learn to analyze financial reports and the financial performance of firms, as well as to prepare simple financial plans for a firm.

## Year 2

- Business Administration II - E-commerce, 7.5 cr, G1F (mandatory)\*#,

The purpose of the course is to provide students with knowledge of e-commerce as a phenomenon, the Internet as a marketplace and information as a product. The purpose of the course is also to enable students to apply theoretical frameworks in a practical context through the analyses of different e-commerce initiatives by companies.

- Business Administration II - IMC and Brand Management, 7.5 cr, G1F (mandatory)\*#,

This aim of the course in integrated marketing communications and brand management is to deepen the knowledge in building, measuring and managing brand equity. Moreover, it provides participants with a theoretical and practical understanding of brand building process through integrated marketing communication in the global competitive environment.

- Digital Marketing, 7.5 cr, G1F (mandatory)#,

The purpose of the course is to provide students with knowledge of digital marketing as a phenomenon, digital behavior as a source for value creation, and digital channels as a platform for business relations. By analyzing different organizational digital marketing initiatives it enables the application of theoretical frameworks in a practical context.

- Design and Visual Communication, 7.5 cr, G1F (mandatory)

The course aims to understand the meaning and application of visual communication. The students should be able to carry out a project within visual communication using both analog and digital tools.

- Business Administration II - Customer Experience Management, 7.5 cr, G1F (mandatory)\*#,

The content of the course stems from service-dominant logic, omnichannel experiences, and experiential marketing. By applying Design Thinking principles, it provides its participants with knowledge and skills to plan and design customer experience in different contexts.

- Business Administration II - Sensory Marketing, 7.5 cr, G1F (mandatory)\*#,

By exploring physical and psychological processes of sensory perceptions as well as, by understanding the impact of sensory cues on the consumer experience, this course aims to provide its participants with knowledge and skills required to develop sensorial brand strategy development in order to enable the emotional engagement of consumers.

- Statistics, 7.5 cr, G1N (mandatory),#,

This course introduces its participants to the methods applied in the descriptive statistics. A statistical analysis software SPSS is used to process computer-aided data.

- Spatial and Interior Design 7.5 cr, G1F (mandatory),

The course aims to understand the meaning and application of the design of the physical space, and enables its participants to carry out a spatial design project by using analog and digital tools.

### Year 3

- Optional Courses incl. Studies Abroad, 30 cr.

This semester is dedicated to the optional studies. There are several alternatives available for degree program participants. The optional study workload can be gained by enrolling a Study Abroad program, by enrolling optional courses at the Linnaeus University and/or at any other Swedish national higher education institution. Furthermore, during this semester the degree program participants may choose to complete 30 cr. in courses, or by combining a course workload of 15 cr. with the 15 cr. internship.

The prerequisites for courses as well as the local rules for the Linnaeus University degree must be met.

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

This course explores different perspectives on retail research. More specifically, the course provides students with a theoretical understanding of how to conduct research and how to develop a research proposal in the field of retailing.

- Business Administration III - Research Methods, 7,5 cr, G2F (mandatory)\*#,

This course is designed to help students develop the research skills necessary to undertake and complete their degree project. More specifically, students will acquire skills in both qualitative and quantitative research methods and learn how to report research findings (empirical work) with implications and draw conclusions.

- Business Administration III - Degree Project (Bachelor), 15 cr, G2E (mandatory)\*#,

The degree project comprises an independent definition and formulation of the research problem within customer experience management field, whereby thesis advisor provides participants with the guidance in the field, consultancy on the research and feedback on the academic paper writing process. The final report is presented for the opposition and defended at the final seminar.

The curriculum and the study management processes are arranged to offer to degree program participants the best possible educational experiences that can respond to the educational needs of society.

A part of the program course offering is run together with the other educational programs and/or single subject courses at the bachelor level. For this reason, the courses within the curriculum may be rearranged and taught in a different sequence.

\* course in the main field of study Business Administration

# course given in English

In accordance with the Higher Education Ordinance a Bachelor's degree programme, of 180 credits in total, is obligated to include at least 90 credits of studies in the main field and in a progressive study manner, whereby a degree project of at least 15 credits. For additional information, please see *The Local System of Qualification at Linnaeus University*. Courses previously given within the same programme code, EGCEM, can also be included in the programme degree and thus replace courses with equivalent content.

### *Societal Relevance*

The practical elements that take place in partnership with companies and organizations play a key role in the programme. During the programme, students engage with the professionals 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 is linked to a number of partner companies, which enables students to gain practical experience while studying.

### *Internationalization*

During the fifth semester, the programme participants are invited to enroll any exchange scheme for Studies Abroad within the frame of the collaborative agreements that the School of Business and Economics, as well as the Linnaeus University, has established with many universities abroad.

If preferred, the participants can undertake an international study experience at any other foreign higher education institution that goes beyond the scope of the collaborative agreements.

Studies Abroad are selected in consultation with, and the intended course workload is approved by the Programme Coordinator.

The majority of the course literature is provided in English thus, the language of instructions is English in some courses. Furthermore, the program participants are invited to interact with the visiting international students within the frame of the degree courses that are given in English.

### *Scope of Programme*

Throughout the programme, the recent topics on sustainable development, gender and diversity are discussed within the frame of the programme and its multiple courses. The program participants are trained to analyze the long-term market development trends and the ways these affect business activity that strive for long-term sustainability. Sustainability aspects are discussed with regard to the environmental, economic, cultural and social perspectives.

Many of the programme's courses engage in the continuous analysis of gender perspectives, primarily in the area of marketing, as well as in the areas of organization and leadership. Topics on gender and on its construe within the frame of organizations and their cultural sphere are explored more closely. Furthermore, the programme engages in a discussion on the current and historical ways in which consumption emerges as a gender-coded phenomenon, thus is characterized by the cultural notions about gender, social background, generation/age, and ethnicity. Female and male related perceptions and perspectives is another important topic of discussions. The programme is generally delivered in such a way that both female and male's experiences are revealed and developed.

The programme is characterized by an entrepreneurial approach. Multiple courses feature practical elements that are pursued in partnership with the representatives from business and governance organizations. The program participants are offered coaching and support by the Drivhuset and/or the Kalmar Science Park in the development of their own business idea or own firm establishment.

International perspectives are an essential part of the programme. Whereas, the current research findings and international collaboration are central to the curriculum development aiming to reflect the most recent trends in market development.

### Quality Development

Continuously improvement of the degree program involves a systematic evaluation of the programme courses. The Programme Coordinator carries the responsibility to analyze evaluation results at the Programme Council and to provide the degree program participants with the feedback. Course evaluation is a subject for LNU archive.

The programme participants participate actively in the programme development processes through the Programme Council and the student-body representatives at the faculty-wide Education Committee.

Moreover, all the degree programmes at the School of Business and Economics are the subjects to quality assessment based on standards that are provided by the Association to Advance Collegiate Schools of Business (AACSB). The Swedish Higher Education Authority (UKÄ) and the national quality assurance scheme systematically assesses all the main subject areas at the School of Business and Economics (SBE).

The SBE-wide educational quality assurance scheme necessitates a periodic quality monitoring of the degree programme, as well as, continuous analysis of course evaluations. Furthermore, the provisions are made to final-year participants to share their total experiences by participating in the university-wide student experience survey - The Linnaeus Barometer.

### Degree Certificate

When degree programme completed in accordance with the degree requirements provided by The Higher Education Ordinance and The Local System of Qualification at Linnaeus University - the graduates are entitled to apply for Degree Certificate. Upon successful completion of the Customer Experience Management may obtain the following degree:

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

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

The degree certificate is bilingual (Swedish/English).

The Degree Certificate is accompanied by a Diploma Supplement (English).

### Other information

In order to be admitted to the courses on the programme, the specific entry requirements stated in each course syllabus must be fulfilled by the start of the course. If English is the language of instruction, the associated examination is in English too.

Each student should consider the material and travel costs amounting to approx. SEK 3,000 per semester with regard to the courses in Design delivery.