



Programme syllabus

School of Business and Economics

Customer Experience Management, 180 högskolepoäng
Customer Experience Management Programme, 180 credits

Level

First Level

Date of Ratification

Approved 2019-12-11

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

The programme syllabus is valid from autumn semester 2020

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, or the equivalent

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 will gain knowledge in the field of business administration and in field of design, whereas the digitalization process is an important component for such learning. As there are more and more businesses and organizations that rely on the analysis of their customers' experiences, the degree program participants will be enabled to join the workforce in the private, public or nonprofit sectors.

By interacting closely with the reallife representatives through education integrated workshops, seminars, and projects, the degree programme engages in collaboration with business and governance organizations. With this, the degree programme participants are able to gain insight and a cohesive picture of their future career prospects.

An international perspective is a natural perspective in the degree program. The programme participants are invited to undertake an international study experience within the frame of the collaborative agreements. Whereby English language is an important working asset.

Objectives

Degree objectives in accordance with the Higher Education Ordinance

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.

Competencies and Skills

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

- 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.

This is in accordance with the intended learning outcomes set for a bachelors' degree in the Swedish Higher Education Ordinance and School of Business and Economics' mission.

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 programme 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 within the degree programme with faculty members, the students and the Programme Council. Thus, by interacting with representatives of the business community and other stakeholders of interest, as to ensure 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 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 twodimensional 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. studies abroad, optional courses with an internship course as a possibility. The year concludes with specialized studies in business administration and a degree project.

The teaching language is Swedish, but courses, lectures and literature can be in English.

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.

- Business Administration I - Financial Accounting and Budgeting, 7.5 cr, G1N (mandatory)*,

This course introduces the participants to the principles of budgeting and business accounting systems, thus to their role for a company's operational planning and control. Throughout the course, the students not only acquire essential knowledge in business accounting and budgeting, but also learn about business accounting practice, laws and regulations, and acquire basic computer literacy skills through business accounting simulation.

- Business Administration I - Cost Accounting, 7.5 cr, G1N (mandatory)*,

The course introduces to the principals of managerial accounting and its meaning for the business and public sectors. Throughout the course, students practice the application of the gained knowledge through performing simple calculations on capital budgeting and investment appraisal. Furthermore, they conduct a simple analysis of a standard cost deviation and acquire basic computer literacy skills through cost accounting simulations.

- Consumer Behaviour, 7.5 cr, G1F (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.

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

The aim of the course is to provide its students with a basic knowledge in design and different methods within design with the purpose to enable them to carry out a design project of their own.

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

The course addresses retail management with focus on retail strategy and the marketing mix. More specifically, the course provides students with a theoretical and practical understanding of how to design, develop and implement a business plan for domestic and international markets.

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 companies different e-commerce initiatives.

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

The 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 how to build brands through integrated marketing communication in a globally 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 digital marketing organizational initiatives to enable the course participants to apply 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 various 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. More specifically, the course provides students with theoretical and practical understanding of how sensorial brand strategies can be developed as to engage consumers emotionally through their senses.

- 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 of design and application of it to the physical space, and to enable its participants to carry out a spatial design project by using analog and digital tools.

Year 3

- Optional Courses incl. Studies Abroad, 30 cr.

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 how to 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 service management /retail management field. The final report is presented as a written academic report and defended orally at a final seminar.

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

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.

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.

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 throughout the programme. 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 longterm market development trends and the ways these affect business activity that strive for longterm 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 gendercoded phenomenon, thus is characterized by the cultural notions about gender, social background, generation/age, and ethnicity. Female and male related perspectives is another important topic of discussions. The programme is generally delivered in such a way that both female and male 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 SBEwide 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 universitywide 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 3000 per semester with regard to the courses in Design.