



**LUND**  
UNIVERSITY

School of Economics and Management

**BUSN26, Business Administration: Understanding  
Consumption, 5 credits**  
*Business Administration: Understanding Consumption, 5  
högskolepoäng*  
Second Cycle / Avancerad nivå

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### Details of approval

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-06-15 and was last revised on 2017-10-17. The revised syllabus applies from 2017-10-17, autumn semester 2017.

### General Information

BUSN26 is a course in Business Administration at the advanced level.

*Language of instruction:* English

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### Learning outcomes

A passing grade on the course will be awarded to students who:

#### **Knowledge and understanding**

Have attained a comprehensive yet deep knowledge of the consumption field. Demonstrate that they have obtained an elaborate knowledge of a wide array of different theoretical perspectives on consumption phenomenon, consumers, consumption practices and consumer society.

#### **Competence and skills**

- Demonstrate a great capacity to perform theoretically informed multi-perspective analyses of, and to supply sensible theoretical explanations to various forms of consumption phenomenon, consumers, and consumption practices existing within

This is a translation of the course syllabus approved in Swedish

contemporary consumer society.

### **Judgement and approach**

- Demonstrate a great ability to reflexively, critically and independently discuss, compare, evaluate and master different, but inter-related theoretical perspectives on consumption.

### **Course content**

In contemporary society consumption is regarded to be of great importance. From an economic point of view consumption is often considered as a key factor for prosperity where statistical patterns of peoples' consumption often is used as an indicator of economic growth or decline. From a business- and marketing perspective consumption has for several years been considered a prerequisite for company operations and success. This has generated a profound need among marketers to not only understand consumption as a phenomenon but also to understand the behavior and practices of consumers.

This course aims at providing students with a holistic yet deep theoretical understanding of consumption, consumers, and contemporary consumer society. It contains not only the dominant perspective of consumer behavior, but also socio-cultural, critical, and political perspectives that provide valuable theoretical insights of various forms of consumption practices, consumption phenomenon, and the role of consumption in contemporary society. The different perspectives and their underlying assumptions and theoretical background are brought up, interrogated, compared and linked to each other in order to support the course's aim.

Typical questions that will be dealt with during the course are:

- How and why do people buy and consume things?
- How do rationality, emotionality, and experience structure peoples' consumption?
- Why and how does consumption relate to identity and sociality?
- How do status, recognition and social class connect to peoples' consumption practices?
- How may consumption become production?
- What is the relationship between consumption and politics?
- In what way has consumer society developed historically and what are the main characteristics of contemporary consumption society?

### **Course design**

The teaching activities comprise mainly of lectures, seminars, and various forms of exercises. The structure of the course requires regular attendance and ongoing work with various assignments or exercises. The students are expected to take an active part in their learning process, and to put in a high level of engagement throughout the course. Grading takes place on the basis of an individual course paper hand-in. Students failing to hand in an assignment or who do not receive a passing grade will be given a chance to hand in a revised version. In this case, the only available grades are Pass and Fail.

## Assessment

Grading takes place on the basis of a course paper hand-in. Students failing to hand in the paper or who do not receive a passing grade on the course paper will be given a chance to hand in a revised version. In this case, the only available grades are Pass and Fail.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

**Grade** (Definition) Points or % out of maximum points. Characteristic

**A** (Excellent) 85-100 points. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84 points. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74 points. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64 points. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54 points. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F** (U) (Fail) 0-49 points. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## Entry requirements

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS-cr in Business Administration is required. These must include a course in basic Business Administration (e.g. FEKA90 Business Administration: Introductory course in Business Administration).

## **Further information**

The course BUSN26 Understanding Consumption cannot be combined with BUSM88 in a degree.

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

## Subcourses in BUSN26, Business Administration: Understanding Consumption

Applies from V18

1706 Written exam, 5,0 hp  
Grading scale: Fail, E, D, C, B, A

Applies from H16

1604 Written exam, 2,5 hp  
Grading scale: Fail, E, D, C, B, A  
1605 Course assignment, 2,5 hp  
Grading scale: Fail, E, D, C, B, A