



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSN30, Business Administration: Consumer Culture Theory and Consumer Insights, 10 credits**

*Business Administration: Consumer Culture Theory and Consumer Insights, 10 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 2016-03-03 to be valid from 2016-03-03, autumn semester 2016.

### **General Information**

BUSN30 is a course on Business Administration at the advanced level.

*Language of instruction:* English

The course is offered in English. Students must therefore be able to communicate in English, both orally and in writing.

*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**

- Acquire and can show a thorough culture historical understanding of a broad array of contemporary consumer culture phenomena and trends
- Acquire and can show a thorough knowledge and understanding of the perspectives, theories and concepts that are presented throughout the course.
- Acquire and can show an understanding of the sociohistoric underpinnings of consumer culture and be able to critically analyze historical and present issues and trends, such as the celebration of sharing economy, story-telling or the cultural polarization in popular culture.

### **Competence and skills**

- Can follow the development within the consumer culture theory research field through journal articles and research oriented books as well as the more popular press.
- Can work both individually and as a member of a group with students from different cultures in order to solve practical problems as well as manage a more extensive project.
- Can translate abstract understandings of consumer culture into more concrete consumer insights.
- Show an ability to communicate in English on issues, debates and problems in the research field both orally and in writing.

### **Judgement and approach**

- Can select and evaluate different theories in relation to specific, theoretical as well as empirical issues.

### **Course content**

Companies and institutions today increasingly depend on knowledge and intelligence regarding the future scenarios of the surrounding world, consumers, and the high-level societal changes that influence consumption on a global and local level. Understanding societal shifts, trends and their interplay with consumption lay the foundation for possibilities to develop future innovations that may change the way we live and consumer, provide large profits for the business, and ideally improve the world in sustainable ways.

“Consumer Culture Theory and Consumer Insight” is a course, which takes the student on a challenging and intellectual journey through the modern history of consumption and production, into the present, and even into possible futures. The purpose of the course is to provide broad understanding of what has created the consumer trends we live by today and how what is happening today may form new trends tomorrow. Necessary for this is a step away from mainstream business management literature, into relevant sociological, cultural and anthropological literature on historical changes and present phenomena in consumer culture.

### **Course design**

Instruction takes place primarily through lectures and seminars.

### **Assessment**

The structure of the course and the basis of grading require regular attendance and ongoing work with various assignments. Grading takes place continually on the basis of individual closed-book exam, group seminar discussions and a group take-home exam.

*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.

At the School of Economics and Management grades are awarded in accordance with a criterion-based grading scale A-U (A-F). Students have to receive a grade of E or higher in order to pass a course.

### GRADE CHARACTERISTIC POINTS / PERCENTAGE OF TOTAL SCORE CRITERIA

**A** Excellent 100-85 A distinguished result that is excellent with regard to the following aspects – theoretical depth, practical relevance, analytical ability and independent thought.

**B** Very good 84-75 A very good result with regard to the above mentioned aspects.

**C** Good 74-65 The result is of a good standard with regard to the above mentioned aspects and lives up to expectations.

**D** Satisfactory 64-55 The result is of a satisfactory standard with regard to the above mentioned aspects and lives up to expectations.

**E** Sufficient 54-50 The result satisfies the minimum requirements with regard to the above mentioned aspects, but not more.

**U (F)** Fail 49-0 The result does not meet the minimum requirements with regard to the above mentioned aspects.

If a written exam is included in the examination: A student who is graded Fail after two examinations on the written exam has the opportunity to request an additional task. The grade of this additional task is U or E and should be made no later than the semester following the semester when the student was registered at the course.

*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 BUSN30 cannot be combined with BUSM84 or BUSM04 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 BUSN30, Business Administration: Consumer Culture Theory and Consumer Insights

Applies from H17

- 1605 Written Exam, 4,0 hp  
Grading scale: Fail, Pass
- 1606 End Assignment, 5,0 hp  
Grading scale: Fail, Pass
- 1607 Seminar, 1,0 hp  
Grading scale: Fail, Pass

Applies from H16

- 1602 Written Exam, 4,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1603 Seminar, 1,0 hp  
Grading scale: Fail, Pass
- 1604 End Assignment, 5,0 hp  
Grading scale: Fail, E, D, C, B, A