



LUND
UNIVERSITY

School of Economics and Management

BUSP36, Business Administration: Multichannel Marketing, Retail & Internationalization, 7.5 credits

*Företagsekonomi: Handelns internationalisering och organisering,
7,5 högskolepoäng*
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2019-02-21 to be valid from 2019-02-21, autumn semester 2019.

General Information

The course is a master level course and an elective part of the Master's programmes: International Marketing and Brand Management and Globalization, Brands and Consumption. It can also be an elective course in Business Administration at master 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

Knowledge and understanding

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

Show an understanding of the role of retailing in the marketing system. (1)

Have a thorough knowledge and understanding of the current state-of-the-art perspectives and concepts related to retail management that are presented throughout the course. (2)

Have an understanding of current challenges and opportunities facing the retail manager. (3)

Competence and skills

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

Have an ability to independently master the vocabulary and marketing tools related to retail management that are presented throughout the course. (4)

Can understand, analyze and apply perspectives and concepts related to retail management to specific practical problems. (5)

Have an ability to communicate in English on issues, debates and problems in the field both orally and in writing. (6)

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. (7)

Judgement and approach

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

Can select and evaluate different theories in relation to specific practical problems within the domain of retail management. (8)

Can grasp as well as critically, yet constructively, examine the scientific domain and business practice of retail management. (9)

Course content

The objective of the course is to introduce students to the broad area of retail management and the specific nature of the retail industry, including how retailing differs from manufacturing and the service industries. The retail industry is dynamic, multifaceted and highly competitive industry from which some of the world's leading firms originate. The course aims at providing an overview of the development and current themes within the field of retail management.

Course design

The course provides both practical (guests from the industry) and theoretical perspectives (traditional lectures and seminars) on retail management, and some of the themes included in the course are; retail marketing, retailing in a global context, retailing and its role in the distribution channel, purchasing and supplier relationships, business ethics and corporate social responsibility and e-commerce and multichannel retailing. Case assignments will provide an opportunity for students to develop the ability to analyze and solve practical problems related to retail management.

Assessment

Learning outcomes 1, 2 and 3 are examined through individual participation during guest lectures from industry (0,5 ECTS).

Learning outcomes 1, 2, 3, 4, 6, 7 and 9 are examined through an individual written assignment that is linked to the course literature and lectures on the course (3 ECTS).

Learning outcomes 1, 2, 3, 5, 6, 7 and 8 are examined through a group assignment that is case based (4 ECTS)

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. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

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

C (Good) 65-74. 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. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54. 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. 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's programme where this course is an elective part, are qualified for the course. For other students, at least 60 credits in Business Administration is required. These must include a course in basic Business Administration, e.g. FEKA90 Introductory Course in Business Administration, or the equivalent.

Further information

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 BUSP36, Business Administration: Multichannel Marketing,
Retail & Internationalization

Applies from H19

- 1901 Guest lecture, Compulsory attendance, 0,5 hp
Grading scale: Fail, Pass
- 1902 Individual assignment, 3,0 hp
Grading scale: Fail, E, D, C, B, A
- 1903 Group assignment, 4,0 hp
Grading scale: Fail, E, D, C, B, A