FEKH31, Business Administration: Bachelor Course in Business and Data Analytics, 15 credits
Företagsekonomi: Kandidatkurs i Business and data analytics, 15 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2023-02-14 and was last revised on 2025-11-04. The revised syllabus comes into effect 2025-11-04 and is valid from the autumn semester 2026.

General information

The course is included as an optional course at the undergraduate level, 61-90 credits, in Business Administration. The course can be taken as part of the Bachelor of Science in Economics programme or as a stand-alone course.

Language of instruction: Swedish

Main field of study	Specialisation
Business Administration	G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

This course aim at providing students with an understanding for and insight into strategy and straetic decision making in organisations. The aim of the course is also to provide students with an understanding of and insight into how to use data as a source of information in strategic decision making. The course also aims to provide students with an understanding of statistical methods and statistic material with focus on how data and "massive data" can be used for creating knowledge and how to critically asses and evaluate that kind of knowledge.

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

Knowledge and understanding

Show knowledge and understanding of:

- strategy as a field and strategi decision making in organisations
- key concepts within the field of strategy
- statistical method and analysis with focus on data and how to work with data
- integration of the fields strategic decision making and statistical methods at an organisational as well as individual level in organisations.
- trends in strategic decision making and the use of data and massive data for strategic decision making

Competence and skills

Show the competence and skill to:

- show an ability to use data in strategic decision making
- identify how data can be used as a support for organisations in strategic decision making
- apply statistical methods for analysing data as well as for critically assessing and evaluating data
- show the ability to apply the knowledge of how data can be used for strategic decision making in an organisation

Judgement and approach

Show the ability to:

- critically evaluate and assess possibilities and limitations of using data for strategic decision making in organisations
- analyse and evaluate information and knowledge generated from data

Course content

The course "Business and Data Analytics" is developed as a response to the increasing need of people with a degree in business and management that understands and know how to use data including "massive data" for strategic decision making in organisations. To be able to work with data as a source of information supporting strategic decision making requires knowledge regarding how to understand how organisations can work with data and also critically analyse and assess knowledge generated from data and "massive data". To be able to critically assess and evaluate knowledge generated from data and "massive data" is a prerequisite for the ability to know how to use knowledge generated from data and how such konwledge can support strategic decision making in organisations.

During this course the students get to further their knowledge within the field of strategy, strategic decision making, statistial analysis and learning as well as to gain an understanding of how knowledge can be generated from data and also how to evaluate that knowledge.

Course design

The course consists of lectures, seminars and teaching cases. Parts of the course are mandatory. From the shedule students will be able to learn which part of the course that is mandatory.

Assessment

The course is examined through cases, hand-ins and an individual written exam.

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.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent
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

Business administration 1-60 credits, including a basic course in business administration 1-30 credits (FEKA10) or the equivalent and a course in business administration intermediate level 31-60 credits (FEKG11, FEKG21, FEKG51, FEKG61 and FEKG91) or the equivalent and statistics 15 credits.

Further information

The course FEKH31 overlaps with the course FEKH30. Only one of them can be included in the same degree.

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.