BUSN24, Business Administration: Market Intelligence - Theory and Practice, 5 credits

Business Administration: Market Intelligence - Theory and Practice, 5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-05-17 to be valid from 2016-05-17, autumn semester 2016.

General Information

BUSN24 is a course in Business Administration at the advanced level.

Language of instruction: English

Main field of studies	*Depth of study relative to the degree requirements*
Business Administration	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
- Demonstrate knowledge and understanding of the concept of market intelligence
- Demonstrate knowledge and understanding of theories and methods for defining market intelligence needs; for designing and conducting marketing intelligence research; and for producing market intelligence reports
- Demonstrate knowledge and understanding of psychological aspects of conducting intelligence operations
- Demonstrate knowledge and understanding of organizational aspects of conducting intelligence operations
- Demonstrate knowledge and understanding of ethical aspects of conducting marketing intelligence operations

Competence and skills

- Demonstrate an ability to integrate knowledge and to analyze, assess and deal with complex phenomena, issues and situations, even when limited information is available
- Demonstrate an ability to independently identify and formulate issues and to plan and, using appropriate methods, carry out advanced tasks within specified time limits;
- Demonstrate an ability to define the project company's need for market intelligence
- Demonstrate an ability to design and conduct a search process for relevant and reliable data
- Demonstrate an ability to apply relevant theories and tools from the lectures and readings
- Demonstrate an ability to produce a marketing intelligence report
- Demonstrate an ability to work individually as well as in groups with students from different cultures in order to solve practical problems as well as to manage a more extensive project.
- Demonstrate an ability to clearly present and discuss their conclusions and the knowledge and arguments behind them, in dialogue with different groups, orally and in writing;

Judgement and approach

- Demonstrate an ability to make assessments of practical and workable compromises in data gathering and analysis
- Demonstrate an to taking into account relevant scientific, social and ethical aspects of market intelligence operations
- Demonstrate and ability to identify their need of further knowledge and to take responsibility for developing their knowledge.

Course content

As a general observation one can claim that companies experience a more complex and more competitive situation in the market place. The reasons for this are many, e.g. increasing globalization, technology shifts, shorten cycle of product innovation, etc. As a consequence, the need for high quality market intelligence is increasing. At the same time the challenges market intelligence professionals face are many. This course will provide the student with theoretical knowledge of, as well as practical (hands on) experience in market intelligence work.

Topics that will be covered are: intelligence methodology for scanning and retrieving market intelligence, analytic tools, trend analysis, scenario methods, psychological aspects of intelligence operations, design and management of market intelligence operations and issues related to knowledge transfer within an organization as well as organizational learning.

Throughout the course the student will be involved in a clinical market intelligence project for a company.

Course design

The course is based on the methodology of action learning. The main part of the teaching will be organized around assignments focusing on real company assignments. The students will conduct a market intelligence project following the

basic steps in the Business Intelligence Cycle. The teaching will therefor primarily be in the form of facilitation. The teaching will however also contain some traditional lecturers as well as guest lectures from Intelligence professionals. Some lectures – including the first – is mandatory and students that do not participate can no longer claim their admission to the course.

Assessment

The assessment will be evaluated partly on the written outcome of the marketing intelligence project (1/2) and partly on an individual report in which the students reflect on their lessons learned (1/2).

In the market intelligence project the students will be assessed on their ability to:

- Understand the project company's need for market intelligence
- Design and conduct a search process for relevant and reliable data
- Evaluate and apply relevant theories and tools from the lectures and readings
- Write and communicate a summary of the marketing intelligence developed

In the individual report the students will be assessed on their ability to:

- Reflect on the lessons learned from the course
- Summarize the main ideas presented in the course
- Critically discuss the theories and models as well as the practical application of these
- Write and communicate the report in a well structured, clear and compressible way

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 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 BUSN24 cannot be combined with the courses FEKH12

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 BUSN24, Business Administration: Market Intelligence - Theory and Practice

Applies from H16

1604   Written market intelligence project report, 2,5 hp
        Grading scale: Fail, E, D, C, B, A
1605   Written individual report, 2,5 hp
        Grading scale: Fail, E, D, C, B, A

Applies from H11

1101   Market Intelligence - Theory and Practice, 5,0 hp
        Grading scale: Fail, E, D, C, B, A