

BUSO30, Business Administration: Consumer Culture Theory and Consumer Insights, 7.5 credits

Företagsekonomi: Konsumtionskulturteori och konsumentinsikter, 7,5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2019-04-01 and was last revised on 2025-03-11 by Academic Director of Studies at Department of Business Administration. The revised syllabus comes into effect 2025-03-11 and is valid from the autumn semester 2025.

General information

BUSO30 is provided within the master programme International Marketing and Brand Management.

Language of instruction: English

Main field of study *Specialisation*

Business Administration	A1N, Second cycle, has only first-cycle course/s as entry requirements
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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 phenomena and trends in consumer society.
- 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

In a world increasingly focusing on sustainable consumption, companies and institutions 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 that 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 a 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

Teaching takes place primarily through lectures and seminars. The structure of the course and the basis of grading require regular attendance and ongoing work with various assignments.

Assessment

Grading takes place continually on the basis of individual and group examinations.

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

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 BUSO30 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.