



School of Economics and Management

FEKA10, Business Administration: Introductory Course , 30 credits

Företagsekonomi: Grundkurs , 30 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2024-02-13 and was last revised on 2024-02-14. The revised syllabus comes into effect 2024-02-14 and is valid from the autumn semester 2024.

General information

The course can be taken as a first semester study in the subject of business administration in the Bachelor's degree programme in economics and as a stand-alone course.

The course is a basic course in the subject of business administration. The course consists of the compulsory modules

- Introduction to Business Studies (3 credits)
- Marketing (5 credits)
- Financial Accounting and Analysis (6 credits)
- Organisation (5 credits)
- Management Control (6 credits)
- Entrepreneurship and Innovation (5 credits)

Language of instruction: Swedish

The course is given mainly in Swedish but partly also in English. The student must therefore be able to communicate both orally and in writing in Swedish and English.

Main field of study *Specialisation*

Business Administration G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

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

Knowledge and understanding

- Demonstrate a broad knowledge of business administration in general as well as knowledge of marketing, accounting, organisation, financial management, entrepreneurship and innovation and trends in these areas
- Understand companies and organisations from a governance, change and sustainability perspective
- Understand companies and organisations from a societal perspective
- Understand current issues in business administration research and practice
- Demonstrate basic understanding of learning as a process

Competence and skills

- Write and communicate different types of reports with business content
- Use basic scientific methods in the search for knowledge in business
- Identify problems, search, evaluate and interpret information and structure decision-making data and communicate this in oral presentations and written reports
- Use theories, models and methods to analyse and solve basic business problems in different types of organisations
- Use models and methods to analyse accounting information from companies
- Master basic use of spreadsheets (Excel or similar), ERP systems, and generative AI tools
- Demonstrate the ability to integrate sustainability aspects with different business perspectives as well as ethical aspects

Judgement and approach

- Be able to make judgements and business decisions taking into account scientific, societal, sustainability and ethical aspects
- Demonstrate the ability to take responsibility for and plan their own work and learning process
- Demonstrate the ability to co-operate with others in order to learn from each other and create joint results

Course content

The overall course objective is to create insight and familiarity with the basic concepts and problem areas of business administration. Students should obtain a solid foundation in business administration, which is expressed in a good knowledge of basic models and concepts in marketing, accounting, organisation, financial management, entrepreneurship and innovation. The course provides a general overview of the subject of business administration and starts with an introduction to the subject. The course is structured in six different parts:

- *Introduction to business studies* lays the foundation for the rest of the course by visualising the different perspectives of the subject. Different ways of learning and building knowledge are key themes, as well as concrete study-related skills.
- *Marketing* addresses the development of market analyses, marketing strategies and the creation of profitable relationships with customers. Basic concepts and theories in the field are highlighted.
- *Financial accounting and analysis* covers basic concepts, principles of double-entry accounting, financial statements and the compilation and analysis of financial statements, accounting policies and the analysis of financial information. It also introduces the regulatory framework of accounting. The module aims to provide both principled and practical familiarity with the production and analysis of accounting information.
- *Organisation* deals with the structure and culture of organisations, how organisations are governed, managed and change. Particular focus is on the inner workings of companies and other organisations, but a broader societal perspective on organisations is also addressed. Basic concepts and theories in the field are highlighted.
- *Management control* deals with how organisations can be managed through performance planning, financial and non-financial measures, costing, budgeting, profitability assessments and variance analysis. Emphasis is also placed on creating an insight into how financial management. Basic concepts and theories in the field are highlighted.
- *Entrepreneurship and innovation* is about entrepreneurship, innovation, change and renewal in start-ups and existing organisations. The focus is on how the status quo can be challenged and how ideas can be transformed into concrete start-up projects and business models.

Course design

The course begins with an introduction to studies and to the subject of business administration. During this first module, lectures, assignments, expeditions and panel discussions are interspersed, giving students the opportunity to get to know the subject, get to know each other and gain an understanding that learning is a process. During the two weeks of the first module attendance is mandatory.

The course deals with organisations from a management, change and sustainability perspective. The subject is multifaceted. The course therefore has an integrative approach where the different subject perspectives are continuously linked to each other.

The course as a whole contains various forms of teaching: lectures, guest lectures, lessons, seminars, group exercises, report writing and online modules. Several elements are carried out in shorter time-limited phases where students work independently with different types of tasks. The implementation of these is based on active participation both in preparation and on scheduled occasions. Compulsory attendance is therefore required on several occasions as indicated in the timetable.

Some course activities where attendance is mandatory are, for resource reasons, only carried out at one regular session per semester. The opportunity to supplement during the semester is offered to students who fully participate in the regular session but do not achieve a passing grade. A student who is absent on the regular occasion is referred to complete the module in its entirety in a later semester, the same applies to those who have not submitted an approved supplement in accordance with the previous sentence. This applies to activities called workshops, cases or practical cases.

The same applies to hand-in assignments.

Assessment

Examination takes place course by course. Examination takes place course by course. All course content - lectures, lessons, guest lectures, seminars, lesson slides and other material as well as course literature - form the basis for examination. On all sub-courses, part of the examination is written. An additional examination session (re-examination or supplementary examination) is organised in close connection with the regular session unless otherwise announced as above (see 'Course design').

Examination is in the form of

- written exams in various forms (essay questions, calculation tasks, multiple choice questions, etc.),
- individual assignments,
- group assignments,
- oral presentations,
- case seminars with preparatory submission,
- activity in compulsory elements,
- compulsory attendance.

Written exams are conducted in digital form.

Lund University takes cheating very seriously and will take disciplinary action against any attempt to cheat in connection with exams or other forms of examination. Plagiarism is considered a very serious academic offence. The penalty that the University can impose for this, and for other types of cheating in relation to various forms of examination, includes suspension from the University for a certain period of time.

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 (Name) Points or percentage of maximum score, Characteristics.

A (Excellent) 85-100. An outstanding result that is excellent in terms of theoretical depth, practical relevance, analytical ability and independence.

B (Very good) 75-84. A very good result characterised by very good theoretical depth, practical relevance, analytical ability and independence.

C (Good) 65-74. A good result characterised by good theoretical depth, practical relevance, analytical ability and independence.

D (Satisfactory) 55-64. A result that is satisfactory in terms of theoretical depth, practical relevance, analytical ability and autonomy.

E (Adequate) 50-54. A result that meets the minimum requirements in terms of theoretical depth, practical relevance, analytical ability and autonomy, but no more.

U (Insufficient/Unknown) 0-49. A result that is insufficient in terms of theoretical depth, practical relevance, analytical ability and independence.

A grade E or higher is required to pass a course.

Individual examination elements in the course may have a grading scale GU (pass/fail).

Entry requirements

General requirements and studies equivalent of courses English 6, Mathematics 3b or 3c and Social Studies 1b or 1a1+1a2 from Swedish Upper Secondary School.

Further information

The course FEKA10 *Business Administration: Introductory course* corresponds to the courses FEKA90, FEK, 501, FEK502, FEKC01, FEKA01, FEKA70, FEKA71, FEKB01, FEKB02, FEKB03, FEKB04, FEKA80, FEKA81, FEKA82, FEKA83 or FEKA84. One of these courses can be included in the same degree.

If the course is cancelled: If the course is cancelled, within three semesters after the cancellation of the course, three extra opportunities for examination of the respective examination part of the course will be offered to students with failed results. Please note that after this, only certificates of completed examination components will be issued.