



School of Economics and Management

## **FEKA90, Business Administration: Introductory Course in Business Administration, 30 credits**

*Företagsekonomi: Grundkurs i företagsekonomi, 30 högskolepoäng*  
**First Cycle / Grundnivå**

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### **Details of approval**

The syllabus is an old version and was last revised on 2013-05-23 by The Board of the Department of Business Administration. The revised syllabus applied from 2013-05-24, autumn semester 2013.

### **General Information**

The course can be taken as the first semester of studies in business administration in the Bachelor of Science programme in Business and Economics or as a freestanding course. The language of instruction is Swedish, so students must be able to communicate in Swedish in speech and writing.

*Language of instruction:* Swedish

*Main field of studies*

Business Administration

Business Administration

*Depth of study relative to the degree requirements*

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

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### **Learning outcomes**

For a Pass on the course, students must demonstrate the ability to

Knowledge and understanding

- demonstrate broad knowledge of business administration, marketing, organisation, financial management and accounting, and trends within these areas

- understand companies and organisations from a management perspective
- understand companies and organisations from a societal, historical, national and international perspective
- understand current issues in the research and practice of business administration

### Competence and skills

- write and communicate different types of reports dealing with business administration
- use basic research methods in the search for knowledge within enterprise
- identify problems, search, assess and interpret information, structure documentation for decisions, and communicate this in oral presentations and written reports
- use theories, models and methods to analyse and solve basic business administration problems in different types of organisations
- use models and methods to analyse accounting information from companies
- use calculating systems (such as Excel) and basic business systems
- integrate ethical aspects with the different aspects of business administration

### Judgement and approach

- make assessments informed by disciplinary, societal and ethical aspects
- develop their skills

## Course content

The overall intended course learning outcome is to enable students to acquire insight into and familiarity with basic concepts and issues of business administration. Students are to acquire a solid foundation for further studies in the subject, manifested in sound knowledge of basic models and concepts within organisations, marketing, financial management and accounting. The course provides students with a general overview of the subject of business administration. It is structured around five different components:

- *Organisation* deals with the structure, culture, governance, management and change of organisations. A special focus is placed on the significance of leadership and the exercise of leadership.
- *Marketing* deals with the development of marketing strategies, market analyses and the creation of profitable relations with customers.
- *Financial management* deals with the governance of organisations by means of result planning, financial and non-financial calculations, budgeting, profitability assessments and deviation analyses. Emphasis is also placed on enabling

understanding of how financial management approaches different decision making situations and the role of financial management in various types of activities.

- *External accounting and accounts analysis* deals with basic concepts, principles of double accounting, closing of accounts, the compilation and analysis of accounts documents, accounting policies and the analysis of financial information. Furthermore, the rules and regulations of accounting are introduced. The component aims to familiarise students with both the principles and practice of producing and analysing accounts information.
- *The company's role in society* deals with the role of companies from a broad community perspective, how organisations are affected by different societal processes, with ethical issues concerning enterprise and finance, and with links and relationships between the different parts of an organisation. The component includes the module The Role of Companies from a Historical and International Perspective, 2 credits.

## Course design

The teaching consists of lectures, classes, group exercises and drafting of reports of different kinds.

The assessment is made individually and in groups and is based on written exams, written assignments, oral presentations and performance in compulsory components.

## Assessment

*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.

The School of Economics and Management applies a criterion-referenced grading scale A-F in which the letters A-E represent passing grades and the letter F Fail.

Grades, definition	Credits/percentage, criteria
A-Excellent	100-85, outstanding and excellent result with regard to theoretical sophistication, practical relevance, analytical ability and independence.

B-Very good	84-75, A very good result with regard to theoretical sophistication, practical relevance, analytical ability and independence.
C-Good	74-65, A very good result with regard to theoretical sophistication, practical relevance, analytical ability and independence.
D-Satisfactory	64-55, A satisfactory result with regard to theoretical sophistication, practical relevance, analytical ability and independence.
E-Acceptable	54-50, A result that meets the minimum requirements of the course but not more.
F-Fail	49-0, An insufficient result.

Some assessed components of the course may apply a scale of Pass/Fail.

*Lund University views cheating and plagiarism as very serious academic offences and will take disciplinary action against students for any kind of suspected cheating and/or plagiarism.*

## Entry requirements

Students who are admitted to the Bachelor of Science programme in Business and Economics are eligible for the course. To be admitted to the course as a freestanding course, students must at least satisfy the general entry requirements and have Mathematics C and Social studies A from Swedish upper secondary school or the equivalent.

## Further information

Transitional provisions: The course FEKA90 Business Administration Level 1 corresponds to the courses FEK502, FEKC01, FEKA01, FEKA70, FEKA71, FEKB01, FEKB02, FEKB03, FEKB04, FEKA80, FEKA81, FEKA82, FEKA83 or FEKA84. Only one of these courses may be included in the same degree.

Discontinuation of the course: If the course is discontinued, students who have not yet passed the course will be offered three further examination opportunities on each of the assessed components within three semesters of the last semester the course was offered. Subsequently, it is only possible to receive certificates for passed components.

## Subcourses in FEKA90, Business Administration: Introductory Course in Business Administration

Applies from H17

- 1341 Account and Financial Analysis, Book Keeping Assignment, 1,0 hp  
Grading scale: Fail, Pass
- 1342 Financial Accounting and Analysis, Written Exam, 5,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1343 Organization, Case, 1,0 hp  
Grading scale: Fail, Pass
- 1344 Organization, Written Exam, 5,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1345 Management Accounting, Budgeting Case, 1,0 hp  
Grading scale: Fail, Pass
- 1346 Management Accounting, Case, 1,0 hp  
Grading scale: Fail, Pass
- 1347 Management Accounting, Written Exam, 4,0 hp  
Grading scale: Fail, Pass
- 1348 Marketing, Case, 1,0 hp  
Grading scale: Fail, Pass
- 1349 Marketing, Written Exam, 5,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1350 Business and Society, Essay, 4,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1351 Business and Society, Case Economic History, 2,0 hp  
Grading scale: Fail, Pass

Applies from H16

- 1321 Account and Financial Analysis, Book Keeping Assignment, 1,0 hp  
Grading scale: Fail, Pass
- 1322 Financial Accounting and Analysis, Written Exam, 5,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1323 Organization, Case, 1,0 hp  
Grading scale: Fail, Pass
- 1324 Organization, Written Exam, 5,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1325 Management Accounting, Budgeting Case, 1,5 hp  
Grading scale: Fail, Pass
- 1326 Management Accounting, Case, 1,5 hp  
Grading scale: Fail, Pass
- 1327 Management Accounting, Written Exam, 3,0 hp  
Grading scale: Fail, Pass
- 1328 Marketing, Cases, 1,0 hp  
Grading scale: Fail, Pass
- 1329 Marketing, Written Exam, 5,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1330 Business and Society, Essay, 4,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1331 Business and Society, Cases Economic History, 2,0 hp  
Grading scale: Fail, Pass