



School of Economics and Management

## **FEKH19, Business Administration: Bachelor Degree Project in Strategic Management Undergraduate Level, 15 credits**

*Företagsekonomi: Examensarbete i strategic management på kandidatnivå, 15 högskolepoäng*  
First Cycle / Grundnivå

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### **Details of approval**

The syllabus is an old version, approved by The Board of the Department of Business Administration on 2011-05-20 and was last revised on 2015-05-28 by Academic Director of Studies at Department of Business Administration. The revised syllabus applied from 2015-06-01, autumn semester 2015.

### **General Information**

The course is an independent project/seminar on undergraduate level in Business Administration in major area Strategic Management, 75-90 ECTS. The course can be studied within the Bachelor Programme in Business Administration and Economics, the Degree of Master of Science in Business and Economics – Programme (Civilekonom-programmet) as well as an independent-subject course.

*Language of instruction:* Swedish

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

G2E, First cycle, has at least 60 credits in first-cycle course/s as entry requirements, contains degree project for BA/BSc

### **Learning outcomes**

#### **Knowledge and understanding**

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

- Demonstrate knowledge and understanding of different research methodologies for the gathering and analyzing of data.

- Demonstrate knowledge and understanding of basic theories and methods within strategic management.

### **Competence and skills**

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

- Show ability to develop scientific analysis, arguments and conclusions in writing, based on empirical data and logics.
- Show ability to independently manage and complete an essay project within certain time limits.
- Show ability to define and argue for a scientific topic based on previous academic research within strategic management.
- Show ability to identify, value and use established methodologies of selection in their own project.
- Show ability to identify, value and use established methodologies of gathering data in their own project.
- Show ability to identify, value and use established methodologies of data analysis in their own project.
- Show ability to communicate the arguments, empirical material and findings/result both orally and in writing.
- Can work both individually and as a member of a group in order to solve practical problems as well as manage a more extensive project within a certain time frame.
- Show ability to integrate knowledge and economical perspectives in order to analyze, judge, and handle complex economical phenomena, questions and situations.
- Show such skill needed to participate in research and development programmes or other qualified business situations.

### **Judgement and approach**

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

- Demonstrate ability to judge the need of empirical material (the type and amount needed).
- Based on the previous can choose a suitable research method.
- Demonstrate an ability to analyse and interpret the empirical material.
- Demonstrate an ability to make judgments within the chosen field, taking into account scientific, social and ethical aspects.
- Show understanding the role of knowledge in the society and awareness of human responsibility and how it is used.
- Show ability to identify personal need of further knowledge and competence development.

### **Course content**

The overall objectives of the course are to enhance the student's ability to conduct an independent study on academic grounds addressing a well-defined problem in Business Administration. Another object of the course is to train the students' skills in communicating their results, primarily in writing but even orally.

The course includes a methodology-module that contains sociological perspectives and also theoretical and methodological aspects.

## Course design

The teaching consists of lectures, seminars, assignments and tutor meetings.

A seminar will be given by the end of the course when all groups will have the opportunity to present and defend their essays and act as opponents of one or several essays.

## Assessment

The examination of the course is based on the written work produced in the project combined with hand-in-examinations, individual as well as groupwise.

The final grade is above all based on the degree project. Assignments are mandatory and are graded with either Pass or Fail. If a student fails, the grade pass will be possible by completion.

*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).

*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. 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**

Studies in Business Administration, corresponding to at least 75 credits from undergraduate level studies, including one of the courses FEKA21, FEKA31, FEKH10 or equivalent. Admission to the course requires an approved completion of the course in Business Administration 1-30 credits.

## **Further information**

The course FEKH19 Degree Project in Strategic Management, Undergraduate Level cannot be combined with FEKH95, FEKK01 or FEK582 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.

## Subcourses in FEKH19, Business Administration: Bachelor Degree Project in Strategic Management Undergraduate Level

Applies from V16

- 1501 Bachelor Thesis, 15,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1502 Presentation, Defence and Opposition, 0,0 hp  
Grading scale: Fail, Pass
- 1503 Programme/Progress Examination, 0,0 hp  
Grading scale: Fail, Pass

Applies from H12

- 1201 Bachelor Thesis, 15,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1202 Presentation, Defence and Opposition, 0,0 hp  
Grading scale: Fail, Pass
- 1203 Method, 0,0 hp  
Grading scale: Fail, Pass