



LUND
UNIVERSITY

School of Economics and Management

FEKH39, Business Administration: Degree Project in Business and Data Analytics, 15 credits

Företagsekonomi: Examensarbete i Business and data analytics, 15 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2020-11-23 to be valid from 2020-11-23, autumn semester 2021.

General Information

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

The focus of this course is a degree project consisting of writing a bachelor thesis in Business Administration with focus on Business and Data Analytics. The aim of the course is for students to, by conducting an independent project, gain an understanding of how data and "massive data" can be used in strategic decision making in organisations.

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

Knowledge and understanding

- show a knowledge and understanding of how to analyse data
- show a knowledge and understanding of the use of methods for analysing data
- show a knowledge and understanding of statistical methods and can use data to

make statistical analysis

- show a knowledge and understanding of theories and concepts within strategy, strategic decision making and statistical methods.

Competence and skills

- In writing can develop scientifically based analysis, arguments and conclusions based on empirical data

- Show the ability to independently plan and conduct a thesis within a given time period

- Show the ability to define and argue for scientifically generated research questions

- Show the ability to, based on previous research identify, assess and use scientific methods for sampling of data

- Show the ability to identify, assess and use scientific methods for gathering data for the degree project

- Show the ability to identify, assess and use scientific methods for analysing data

- Show the ability to in writing and orally present and argue for the choice of empirical material as well as the result of the degree project.

- Show the ability to cooperate in a group and to with a high degree of independence plan and execute a degree project within given time frames.

- Show the ability to integrate knowledge and with perspectives and concepts from the field of Business and Management, analyse, assess and manage complex phenomenon, issues and situations.

- Show the skills necessary to take part in research and development projects or other types of qualified work

Judgement and approach

- Show the ability to assess the need of and manage empirical data for the degree project

- Based on the above can choose a for the project adequate research method

- Show an ability to analyse and interpret the empirical data

- Show the ability to within the area chosen, make an assessment regarding relevant scientific, social and ethical aspects.

- Show an insight in the role knowledge plays in the society, individual responsibility and how to use that insight.

- Show the ability to identify the need to develop knowledge further as well as to develop one's own competences.

Course content

The aim of the course is to develop students knowledge regarding how to independently and based on scientific

knowledge conduct a study of a defined research problem within the field of strategy, strategic decision making and to apply statistical methods for analysing data. The course aims at providing students with the ability to, in writing as well as orally, communicate results from a research study. Included in the course is a method module focusing on statistical analysis and methods.

Course design

Teaching consists of lectures, seminars, hand-ins and supervision of degree project, At the end of the a seminar will be held during which all students are given the opportunity to present and defend their degree project as well as to discuss one or several other projects.

Assessment

The examination is predominately based on the degree project and the final thesis. Also included in the assessment of students performance are individual as well as group assignments.

The final grade on the course is based on the degree project. Hand-in is mandatory but will only receive the grade pass or fail. In the case of fail students can make supplementary work in order to achieve a pass.

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.

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

At least 45 HP within the field of Business Administration and 15 HP in statistics. Students need to have been enrolled on and actively participated in the course Business and Data Analytics.

Further information

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 FEKH39, Business Administration: Degree Project in Business and Data Analytics

Applies from H21

- 2101 Degree project in Business and Data Analytics, 15,0 hp
Grading scale: Fail, E, D, C, B, A
- 2102 Defense, 0,0 hp
Grading scale: Fail, Pass
- 2103 LOA/Progressionsrapport, 0,0 hp
Grading scale: Fail, Pass