



LUND
UNIVERSITY

School of Economics and Management

FEKH29, Business Administration: Bachelor Degree Project in Marketing Undergraduate Level, 15 credits

Företagsekonomi: Examensarbete i marknadsföring på kandidatnivå, 15 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2011-05-20 and was last revised on 2019-04-01 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2019-04-08, autumn semester 2019.

General Information

The course is an independent project/seminar at undergraduate level in Business Administration in major area Marketing. The course can be studied within the Bachelor Programme in Business Administration and Economics or the Degree of Master of Science in Business and Economics – Programme (Civilekonom-programmet) as well as an independent-subject course.

Language of instruction: Swedish and English

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 and empirical methods.
- Demonstrate knowledge and understanding of a specific chosen theoretical topic within business administration.

Competence and skills

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

- Show ability to empirically and theoretically choosing, defining and arguing for a specific subject and aim of a project.
- Show ability to analyze and discuss a defined topic and problem of the business administration field, based on advanced academic literature.
- Demonstrate an ability to formulate and support analysis, arguments and findings.
- Have an 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) and also, based on this assessment, show ability to choose a suitable research method.
- Demonstrate an ability to analyze 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.

Teaching in the methodology-module is in form of mandatory lectures and lessons and individual and/or group assignments, as well as supervision of individual project

groups.

By the end of the course a seminar is arranged which will provide the opportunity for all groups to present and defend their essay, and also to act as opponents to one or more degree projects. Students with unfinished essays will be able to do this the next time this kind of seminar is arranged.

Teaching is in English or Swedish. Thesis language is Swedish or English.

Assessment

The examination of the course is based on the written work produced in the project. Individual performance as well as group performance during the course may affect the grading.

The degree project is the most important ground for the final grade. Assignments are obligatory, and are graded with either Pass or Fail. If a student fails, complementary assignments will be given as a repeated opportunity to get a sufficient grade.

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).

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 FEKA22, FEKH20 or equivalent. Admission to the course also requires an approved completion of the course in Business Administration 1-30 credits.

Further information

The course FEKH29 Degree Project in Marketing, 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 FEKH29, Business Administration: Bachelor Degree Project in Marketing 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