

Education plan

for

Bachelor's Programme in Marketing and Management

**Kandidatprogram i företagsekonomi med inriktning mot marknadsföring
och management**

180.0 Higher Education

Credits

180.0 ECTS credits

Programme code:

SFMAK

Valid from:

Autumn 2010

Date of approval:

2009-10-08

Department:

Stockholm Business School

Decision

This programme syllabus was approved by the Social Sciences Faculty Board on 2009-10-08.

Prerequisites and special admittance requirements

Swedish upper secondary school courses English B, Mathematics C and Social Sciences A or equivalent.

Programme structure

The School of Business hosts the programme. The Department of Statistics and the Faculty of Law also contribute to the programme.

The School of Business will appoint a head of programme who will, when necessary, consult with contributing departments and student representatives.

The Bachelor's Programme in Business Administration in Marketing and Management requires 180 HE credits over three years. The main field of study is business administration.

Courses included in the programme are on the undergraduate level. Courses are commonly taught in groups with students from different programmes taking the same module.

The language of instruction is mainly Swedish, though some courses may be taught in English.

MAIN STRUCTURE OF THE PROGRAMME

The programme is organised as follows:

Semester 1-3

Mandatory, basic courses in business administration and in the complementary fields of study that are part of the programme.

Semester 4

Elective courses or study abroad. Depending on the specialisation chosen by the student, some courses in other fields may be recommended or compulsory.

Semester 5

Courses in business administration focusing on management and marketing.

Semester 6

Courses in business administration focusing on management and marketing and an independent degree project, a bachelor's thesis.

Goals

The overall aim of the programme is for students to gain the knowledge and skills necessary for work in management, organisation and marketing. Students should also develop a critical and reflective approach to both scientific knowledge and best practice in the field of study.

Having completed the programme, students are expected to

Knowledge and understanding

- have knowledge and understanding of methods, techniques and approaches connected to management, organisation and marketing in businesses
- demonstrate knowledge of theory and methodology relevant to professional work in the fields of management and marketing
- have gained some advanced knowledge in one of the fields the programme covers and be familiar with current research questions within this field.

Skills and abilities

- demonstrate the ability to obtain, assess and critically interpret information regarding management, organisation and marketing as well as to critically discuss phenomena, issues and situations within these fields
- demonstrate the ability to independently identify, formulate and solve issues with financial and organisational implications within the programme's field of study
- in collaboration with others complete assignments within a given time frame
- demonstrate the ability to explain and discuss information, problems and solutions orally and in writing and in dialogue with various groups
- demonstrate the skills necessary for working with issues connected to management, organisation and marketing in businesses.

Judgement and approach

- distinguish between research results, established practice and personal values in the field the programme covers
- demonstrate the ability to make assessments taking into account relevant scientific, societal and ethical aspects
- demonstrate insights into the possibilities and limitations of the economical sciences, the role of these sciences in society and the individual's responsibility for how they are used
- demonstrate the ability to identify their need for further knowledge and training.

Courses

This section lists the courses that are part of the program. For each course there is a course syllabus approved by the department that hosts it.

Semester 1: Business Administration I

This semester consists of courses in business administration for a total of 30 HE credits. The courses cover the following: an introduction to business studies, quantitative models for business decision, management/organisation, marketing and accounting. Information about course titles, course content and how many HE credits each course gives is available in the course syllabus for each course.

Semester 2: Business Administration II

This semester consists of courses in business administration for a total of 30 HE credits. The courses cover the following: finance, managerial accounting, management/organisation, marketing and integration in business administration. Information about course title, course content and how many HE credits each course gives is available in the course syllabus for each course.

Semester 3: Compulsory complementary courses.

This semester consists of the following courses:

- Basic Statistics for Economists, 15 HE credits.
- Introductory Course in Commercial Law, 15 HE credits.

Semester 4: Elective courses/study abroad

This semester includes elective courses in business administration or in a complementary field for a total of 30 HE credits. This can be substituted for by a study abroad period with studies in either business

administration or other subjects.

Semester 5: Specialisation courses in business administration

This semester includes the following compulsory specialisation courses:

- Marketing and Management Analysis, 15 HE credits.
- Applied Research Methodology in Marketing and Management, 15 HE credits.

Semester 6: Business Administration III

This semester students take two elective courses in the fields of management or marketing and write an independent degree project (bachelor's thesis):

- Elective courses in marketing and management, 15 HE credits.
- Degree project (bachelor's thesis) in business administration with specialisation in management and marketing, 15 HE credits.

Degree

The programme leads to a bachelor's degree with business administration as the main field of study.

Misc

Each semester the departments that contribute to the programme decide on which elective or recommended courses will be available. Information about this will be provided separately.

Students accepted to the programme who have not completed it within three years may request to complete it later. In this case the limitations presented by each course syllabus apply.