

**Degree Project, Business Administration, Bachelor, 15 HE credits**

*Examensarbete i företagsekonomi, kandidatexamen, inriktning marknadsföring, 15 hp*

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Established: 2018-09-24

Established by: School of Business, Economics and IT

Applies from: V19

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**Learning outcomes**

The purpose of this course is to provide the student with an ability to utilise scientific methodology as well as deepened knowledge within at least one of the areas of business administration and to develop the skills required for participation in research and development work or employment in some other qualified capacity. The course examines the national goals for the bachelor degree in business administration. On finishing the course the student will:

*Knowledge and understanding*

1. demonstrate knowledge and understanding in the main field of study, including both an overview of the field and specialized knowledge in certain areas of the field as well as insight into current research and development work, and
2. demonstrate specialized methodological knowledge in the main field of study and also demonstrate awareness of ethical aspects of research and development work

*Skills and abilities*

3. demonstrate the skills required for performing research and development work, specifically:
  - demonstrate the ability to autonomously identify and formulate issues to study
  - plan and through an informed choice and use of appropriate methods, undertake advanced tasks within predetermined time frames
  - demonstrate the ability to critically interpret and systematically analyze and discuss complex phenomena, issues and cases
  - demonstrate the ability in speech and writing to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with other students, within predetermined time frames different and by following academic requirements and guidelines

*Judgment and evaluation*

4. demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning
5. show analytical ability in judging and in a constructive way discuss own and others degree projects and other research studies
6. show ability to critically discuss relevant scientific, social and ethical aspects which influence research and investigations in the business field

### **Entry requirements**

Completed course requirements of 60 HE credits, with a minimum of 45 HE credits in Business Administration or equivalent.

### **The forms of assessment of student performance**

The students carry out a scientific study, a thesis work, individually or in groups of no more than two students. The thesis work is presented and defended at a final seminar. The course is assessed through the following elements: - submission and presentation of three thesis manuscripts which are assessed and discussed continuously during the course seminars (learning outcomes 1-6) - one final seminar at which the thesis work is presented, in speech and writing, and defended, and also a critical review of other thesis works (learning outcomes 1-6) A Pass requires that all learning objectives are approved. Learning outcomes are examined only in the context of course. Detailed instructions, grading criteria, and the timetable for all assessment elements for regular examination and re-examination will be presented in the course-PM at the course start. To pass, it is also required that the students themselves publish their thesis work in Diva. More information is available on the library website. General rules for examination at University West in the document Guidelines for Examination ([www.hv.se](http://www.hv.se)).

### **Other regulations**

Course grading: F/Fx/E/D/C/B/A - Insufficient, Insufficient- more work required before the credit can be awarded, Sufficient, Satisfactory, Good, Very Good, Excellent  
Course language: The teaching is conducted in English.

General rules pertaining to examination at University West are available at [www.hv.se](http://www.hv.se).

If the student has a decision/recommendation on special support due to disability, the examiner has the right to examine the student in a customized examination form.

### **Course Overlap**

Read about course overlap in the Swedish version of this course syllabus.

### **Cycle**

First cycle

### **Progressive specialization**

G2E - first cycle, has at least 60 credits in first-cycle course/s as entry requirements, contains degree project for Bachelor of Arts/Bachelor of Science



## COURSE SYLLABUS

Course code: **EXC514**

### **Main field of study**

Business Administration