



Faculty of Arts and Social Sciences  
Business Administration

# Syllabus

## Consumer Privacy - Fundamentals

**Course Code:**

FEAD91

**Course Title:**

Consumer Privacy - Fundamentals  
*Kundens integritet på nätet och  
konsumentbeteende*

**Credits:**

5

**Degree Level:**

Master's level

**Progressive  
Specialisation:**

Second cycle, has only first-cycle course/s as entry  
requirements (A1N)

**Major Field of Study:**

FOA (Business Administration)

**Course Approval**

The syllabus was approved by the Faculty of Arts and Social Sciences 2022-06-15, and is valid from the Autumn semester 2022 at Karlstad University.

**Prerequisites**

90 ECTS credits, including at least 30 ECTS credits at the G2F level or higher in the social, behavioural, or natural sciences, at least 2 years of work experience in a relevant professional area, and upper secondary level English 6, or equivalent

**Learning Outcomes**

Upon completion of the course, students should be able to

1. describe theoretical principles of data protection, privacy protection, and usability, as well as their significance for the decision-making processes of both individuals and organisations,
2. give an account of the effects on decision-making of privacy-related attitudes,
3. identify and critically reflect upon methods used to manipulate and exploit users of net-based services, and

4. give an account of and apply methods that enable user-friendly privacy solutions and well-founded decisions on online privacy.

## **Content**

The course presents principles for user-centred privacy that can be applied to the implementation of net-based systems and behavioural design, with a special focus on the design of user interfaces and their basis in psychology. The course covers both theoretical and practical aspects of internet privacy. A key component of the course is that students share experiences and apply theories, concepts, and models to internet privacy problems. Discussions can be based on personal experience, case studies, and empirical research data. The course is also focused on identifying ways of improving online privacy protection, for instance through design principles, current guidelines, and open access databases. The user-centred approach of the course highlights the importance of internet privacy not only for individuals but also for businesses and other organisations as well as society in general, and includes different definitions of consumer vulnerability.

Students participate actively in the course through discussions initiated digitally by teachers by means of video conferencing software. Materials that do not require active participation, such as recorded lectures and interviews, are available for download. The course content is partly created by the students, as they discuss different cases and their own experiences and analyse them using the concepts, theories, and models covered in the course. Independent study, extensive reading of relevant literature, active reflection upon the course material, and active participation in course activities are required.

## **Reading List**

See separate document.

## **Examination**

All learning outcomes are assessed based on written and oral, individual and group assignments presented and discussed in mandatory seminars.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

## **Grades**

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

## **Quality Assurance**

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

## **Course Certificate**

A course certificate will be provided upon request.

## **Additional information**

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.