



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Business Administration I

Course Code:	FEGA01
Course Title:	Business Administration I <i>Företagsekonomi I</i>
Credits:	30
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has only upper-secondary level entry requirements (G1N)

Major Field of Study:
FOA (Business Administration)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2022-11-15, and is valid from the Autumn semester 2023 at Karlstad University.

Prerequisites

General admission requirements plus

- upper secondary school level English 6 or B, Mathematics 3b or 3c or C, Civics 1a1 + 1a2 or A

Learning Outcomes

Module 1 Introduction to Business Administration, 2 ECTS cr.

Upon completion of the module, students should be able to

- give an account of the different areas of business administration,
- reflect on the interplay between different areas of business administration.

Module 2 Financial Accounting I, 7 ECTS cr

Upon completion of the module, students should be able to

- describe the purpose and use of financial accounting,

- give an account of and describe central concepts and principles of accounting,
- apply the the technique of double-entry accounting, and
- produce a cash flow statement for companies applying due diligence accounting.

Module 3 Marketing I, 7 ECTS cr

Upon completion of the module, students should be able to

- give an account of basic concepts and theories in the field of marketing,
- relate basic marketing theories to practical marketing problems,
- write an academic report, and
- orally present the result of a completed assignment.

Module 4 Financial Control I, 7 ECTS cr

Upon completion of the module, students should be able to

- give an account of basic concepts and calculation models in financial control,
- use basic calculation models, and,
- give an account of the basic financial control measures used by a company.

Module 5 Organisation, 7 ECTS cr

Upon completion of the module, students should be able to:

- give an account of basic concepts and theories in the field of organisation,
- describe the structure and operations of an organisation, and
- identify, describe and analyse organisational problems.

Content

The course comprises five modules:

Module 1 Introduction to Business Administration

Students develop understanding of the range and complexity of business administration as a subject and how the different areas interact to build the subject.

Module 2 Financial Accounting I

Financial accounting is required by law to provide information to company stakeholders. The module introduces central concepts and principles and the double-entry accounting method. The different parts of the accounting report are treated in terms of legislation, recommendations and praxis. Students use a book-keeping software to draw up annual reports.

Module 3 Marketing I

The marketing module addresses concepts, models and theories of marketing, primarily from a company perspective with an emphasis on consumer marketing and central areas of the marketing process, consumer behaviour and marketing communication.

Module 4 Financial Control I

Basic concepts and calculation models are treated as well as financial control measures in companies.

Module 5 Organisation

The organisation module deals with basic concepts and theories. The theories are related to current organisations and their practical relevance is emphasised.

Instruction is in the form of lectures and seminars.

Reading List

See separate document.

Examination

Module 1 Introduction to Business Administration

Assessment is based on individual hand-in assignments.

Module 2 Financial Control I

Assessment is based on two written exam.

Module 3 Marketing I

Assessment is based on a written exam and on a written group assignment, presented and discussed at a mandatory seminar.

Module 4 Financial Accounting I

Assessment is based on a written exam.

Module 5 Organisation

Assessment is based on a written exam and on an individual hand-in assignment, presented and discussed at a mandatory seminar.

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.