



Faculty of Economic Sciences, Communication and IT  
Business Administration

Syllabus

**Course Approval**

The syllabus was approved by the Faculty Board of Economic Sciences, Communication and IT on 25 May 2012, and is valid from the Autumn semester of 2012 at Karlstad University.

**Course Code:** FEGAT1

**Introduction to Business Administration, 7.5 ECTS Credits**

**(Företagsekonomins grunder, 7.5 Swedish credit points)**

**Degree Level:** Bachelor

**Progressive Specialisation:** G1N (First cycle, has only upper-secondary level entry requirements)

**Language of Instruction**

Swedish

**Prerequisites**

General admission requirements

**Major Field of Study**

IEA (Industrial Management)

**Learning Outcomes**

After completing the course the student should be able to:

- understand, analyse and communicate key economic information within accounting, financial controls, marketing and business organisation,
- understand and use general models of business administration, and,
- participate in decision processes based on financial information.

**Content and Form of Instruction**

The course is based on lectures, seminars and literature studies within the four essential areas of business administration, accounting, financial controls, business organisation and marketing.

The accounting section looks at general theories of financial reporting and how an annual report is based systematically on the basic accounts.

In the section on financial controls students study general theories, control methods and the function of models in decision-making.

The business organisation section looks at the development of business organisation and at various management and business organisation principles.

The marketing section looks at marketing theory with an emphasis on the link between marketing and the development of a business offer.

In all of the sections students will need to understand the special terminology used in business administration.

**Reading List**

See separate document.

## Examination

Examination is in the form of a written exam, personal assignments and mandatory seminars.

## Grades

One of the grades 5 (Pass with Distinction), 4 (Pass with Merit), 3 (Pass), or U (Fail) 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 assessment is based on student views and experiences as reported in written course evaluations and/or group discussions. Students will be informed of the result of the evaluation and of the measures to be taken.

## Course Certificate

A course certificate will be provided upon request.

## Additional Information

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements.

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

Karlstads universitet 651 88 Karlstad, Sweden  
Tel +46-54-700 10 00 Fax +46-54-700 14 60  
information@kau.se [www.kau.se](http://www.kau.se)