



HÖGSKOLAN I GÄVLE

PROGRAMME SYLLABUS

FIRST CYCLE

**STUDY PROGRAMME IN BUSINESS
ADMINISTRATION**

Programme Code:: SGENK

Established by the Board of Humanities, Care and
Social Sciences 2007-11-29

Ver.No. 081208

Programme Syllabus
Study Programme in Business
Administration
180 HE credits

(Ekonomprogrammet, 180 hp)

This programme syllabus applies to students admitted to the autumn semester of 2008 or later.

STUDY PROGRAMME IN BUSINESS ADMINISTRATION, at Högskolan i Gävle

1 General Arrangement

The Study Programme in Business Administration is a three-year first-cycle study programme resulting in a bachelor's degree. The main field of study of the programme is business administration. Economics, law and statistics are also included in the programme.

The contents of the education intend to provide both the knowledge required in order to work within a broad economical field and a specialisation in two fields at the same time. During the first four semesters, the students take courses in business administration, economics, law and scientific method. During semesters five and six, the students select one of the specialisations; Business Development or Accounting.

Higher education qualification is achieved when the student has successfully completed required courses stated in the programme syllabus, which corresponds to 180 HE credits. The studies in business administration should provide knowledge and understanding of entrepreneurship and the conditions connected with starting, running and developing businesses in an international competitive environment, and advanced knowledge and skills in one of the two specialisations. The programme is given both on campus and the Internet.

2 Expected Learning Outcomes

2.1 Expected Learning Outcomes According to the Higher Education Act¹

First-cycle studies should essentially expand upon the knowledge acquired by pupils in national or specially designed programmes in upper-secondary school, or equivalent knowledge. However, the Government may give exemptions regarding programmes in fine, applied and performing arts.

First-cycle studies should develop the students'

- ability to make independent and critical assessments,
- ability to independently discern, formulate and solve problems,
- and preparedness to address changes in the working life.

Within the field of the education, the students should, in addition to knowledge and skills, develop the ability to

- search for and evaluate knowledge on an academic level,
- follow the knowledge development and
- exchange knowledge also with individuals without expertise in the area.

2.2 Expected Learning Outcomes According to the Higher Education Ordinance, Appendix 2

Knowledge and Understanding

For a bachelor's degree, the student should

- demonstrate knowledge and understanding of the main field of study of the education, including knowledge of the disciplinary foundation of the field, knowledge of applicable methods in the area, specialisation in some part of the field and orientation in current research.

¹ SFS 1992:1434

Skills and Abilities

For a bachelor's degree, the student should

- demonstrate the ability to search, collect, evaluate and critically interpret relevant information in a problem, and to discuss phenomena, issues and situations,
- demonstrate the ability to independently identify, formulate and solve problems and to carry out assignments within given periods of time,
- demonstrate the ability to account for and discuss information, problems and solutions in dialogue with different groups, orally and in writing, and
- demonstrate the skills required to work independently within the field of the education.

Judgement and Approach

For a bachelor's degree, the student should

- demonstrate the ability to make assessments with consideration to relevant scientific, social and ethical aspects, within the programme's main field of study
- demonstrate an understanding of the role of knowledge in society and of people's responsibility for how it is used, and
- demonstrate the ability to identify the own need of additional knowledge and to develop the own skills.

2.3 Specific Expected Learning Outcomes for the Programme

After completed programme, the student should

- demonstrate the ability to work with qualified business administration assignments in public and private organisations.
- have developed the own knowledge in the business economic field with emphasis on accounting, marketing and organisational change in different environments.

3 Description of the Programme

3.1 Main Field of Study

The Study Programme in Business Administration provides a good foundation with basic courses in business administration, economics, law, statistics and scientific method, and thereafter offers two main specialisations; Accounting and Business development.

The progression of the programme occurs through increased complexity in the course contents and increased independence in the student's knowledge development. At the beginning of the programme, expected learning outcomes concerning understanding and skills are emphasised, thereafter, applications and analysis, and in the final parts of the programme, expected learning outcomes concerning analysis, valuation and critical review are emphasised. The programme ends with an independent degree project where professional applications are emphasised.

The first year of the Study Programme in Business Administration aims towards understanding and skills concerning basic business and socio-economic questions, and also against general knowledge, skills and valuation issues in the economic field.

During the second year, the disciplinary foundation is reinforced, general questions in the field of law are added and a specialisation in the areas of business administration occurs. Special focus is placed on the business development of companies and organisations. The third year offers two main specialisations with certain options in both specialisations. The first specialisation is Accounting, which gives the students the possibility to become approved and authorised auditors, after

certain work experience. The other specialisation is Business Development, where there are possibilities for the students to specialise further within business management, marketing and entrepreneurship.

3.2 Teaching and Examination

The educational model of the programme is flexible learning. It implies a mix between on-line and campus-based studies. The student has the possibility to study on campus, on distance via the Internet or on campus via the Internet. Students are given the opportunity to choose which learning support they want. Uniform examination, programme contents, required knowledge and expected learning outcomes are applied in the educational model. The teaching is based on the educational platform Blackboard (Bb) on the Internet. In the programme, the teaching is given in Swedish and English.

The first two semesters in basic business administration and basic economics is to a great extent based on teaching sessions, and are examined primarily through written examinations and minor written assignments. The following semesters in basic commercial law and with advanced courses in business administration are both based on teaching sessions and seminars, where the students analyse cases in groups and make syntheses through independent studies. The studies in business administration method are characterised by application specialisation and critical review. The advanced courses in business administration on the fifth and sixth semesters imply that the students independently formulate complex business problems, seek information, carry out analyses and suggest solutions. This is carried out in groups and individually, both under supervision and tutorials, and in joint seminars where the students study and discuss each other's work.

The studies are consistently characterised by an academic and reflecting approach when it comes to identifying, describing people's and analysing companies' diversity of problems and possibilities.

3.3 Student Influence

A business council is linked to the programme, and it consists of representatives from the working life, teachers and students. The business council is advisory, and the programme coordinator is the chairman. Gefle Student Union appoints student representatives.

3.4 Internationalisation

Internationalisation occurs through selection of specialisations, subjects and sources of information and lectures in English by teachers active in other countries. Student exchanges with other countries are important parts of the internationalisation of the programme, and there are formal agreements for student and teacher exchanges to facilitate this. Students admitted to the programme are offered to study abroad within the EU, in Australia, China, South Africa, Egypt, the USA and Canada. In the same way, the programme receives students from other countries, especially in the later parts of the programme. Teacher exchanges means that foreign teachers teach on the programme and Swedish teachers acquire teaching experiences from foreign environments. This benefits the students on the programme.

3.5 Sustainable Development

The programmes should be carried out in accordance with the higher education institution policy for sustainable development.

3.6 Placement

The Study Programme in Business Administration is consistently connected to private and public activities. There is everything from students writing essays about how business economy issues are handled in the industry, to participating in collaborative projects with the local industries (for example the FRAMFÖR project). Particularly the NU! - project (Business integrated education), where students in year 3 and the specialisation Management & Business Development, have the possibility to carry out studies in close cooperation with companies and organisations in the region, in an organised way.

4 Courses in the Programme

Year 1

Period	Course Name	HE credits	Level	Main Field of Study
1:1-2	<i>Basic Business Administration</i>			
1:1	Management 1	7.5	F	Business Admin.
1:1	Financial Accounting 1	7.5	F	Business Admin.
1:2	Marketing 1	7.5	F	Business Admin.
1:2	Management Accounting and Analysis	7.5	F	Business Admin.
1:3-4	<i>Basic Economics</i>			
1:3	Microeconomic Theory	7.5	F	Economics
1:3	Microeconomic Analysis	7.5	F	Economics
1:4	Macroeconomics	7.5	F	Economics
1:4	Financial Analysis	7.5	F	Economics

Year 2

Period	Course Name	HE credits	Level	Main Field of Study
2:1-2	<i>Basic Law, Statistics and Scientific Method</i>			
2:1-2	Introduction to Commercial Law	15	F	Law
	<i>Elective, alternative a)</i>			
2:1	Qualitative Method	7.5	F	Business Admin.
2:2	Quantitative Method	7.5	F	Business Admin.
	<i>Elective, alternative b) is recommended for specialisation in accounting</i>			
2:1-2	Statistics for Business Students	15	F	Statistics
2:3-4	<i>Advanced Business Administration</i>			
2:3	Marketing 2	7.5	F	Business Admin.

2:3	Financial Planning and Analysis	7.5	F	Business Admin.
2:4	Management 2	7.5	F	Business Admin.
2:4	Management Accounting and Control 1	7.5	F	Business Admin.

Year 3 – Specialisation: Accounting

Period	Course Name	HE credits	Level	Main Field of Study
3:1-2	Company Law and Insolvency Law	15	F	Law
3:1-2	Taxation Law	15	F	Law
3:3	Financial Management	7.5	F	Business Admin.
	Financial Accounting 2	7.5	F	Business Admin.
3:4	Degree Project	15	F	Business Admin.

Year 3 – Specialisation: Business Development

Period	Course Name	HE credits	Level	Main Field of Study
3:1	<i>Elective courses:</i>			
	Management 3	7.5	F	Business Admin.
	Sales and Business	7.5	F	Business Admin.
	Management B2B Marketing	7.5	F	Business Admin.
3:2	<i>Elective courses:</i>			
	Entrepreneurship 1	7.5	F	Business Admin.
	Brand Management	7.5	F	Business Admin.
	Strategic Marketing	7.5	F	Business Admin.
3:3	<i>Elective courses::</i>			
	Leadership and Gender	7.5	F	Business Admin.
	Services Marketing	7.5	F	Business Admin.
	Marketing Research	7.5	F	Business Admin.
3:4	Degree Project	15	F	Business Admin.

5 Entry Requirements

Qualified for admission to the Study Programme in Business Administration are those who fulfil the conditions for general entry requirements for higher education first-cycle studies stated in the Higher Education Ordinance, and who also meet the following specific entry requirements:

Subject	Course
Mathematics	Ma C
Social Studies	Sh A

The grade for each of the above subjects must be at least Pass.

6 Grades

Grades are given for courses included in the programme, according to the current course syllabus.

7 Examination Regulations

7.1 Title of Qualification

Degree of Bachelor of Science in Business Administration.
Ökonomie kandidatexamen.

Degree of Bachelor of Science
Filosofie kandidatexamen

7.2 Qualification Criteria

Bachelor of Science in Business and Economics is achieved when the student has successfully completed required courses of 180 HE credits with certain specialisation decided by each higher education institution, including at least 90 HE credits of progressive specialisation in business administration and 30 HE credits in economics.

Thesis (degree project)

For a Bachelor of Science in Business and Economics, the student must have successfully completed an individual assignment (degree project) of at least 15 HE credits in the business administration field, within the framework of the required courses.

7.3 Degree Certificates

Students who fulfil the requirements for higher education qualification will receive degree certificates on request.