



Programme Syllabus:

Master programme (one year) in Business Administration, Marketing and Management, 60 credits

General data

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|------------------------------|---------------------------------------|
| Code | SFMMA |
| Cycle | Second cycle |
| Ref no | Miun 2006/1863 |
| Credits | 60 |
| Answerable department | Economics, Geography, Law and Tourism |
| Answerable faculty | Faculty of Human Sciences |
| Established | 2017-07-18 |
| Date of change | 2020-08-07 |
| Version valid from | 2020-08-25 |

Aim

The purpose of the master programme is to educate business economics students in the specialization of marketing and management to make them employable in the private sector as well as in other sectors of society where there is a need for highly qualified people.

Programme objectives

After successfully concluding the programme, students will:

- Demonstrate knowledge and understanding within the main field of Marketing and Management, including both an overview of the area as advanced knowledge in certain parts, especially Marketing and Management, as well as a deeper insight into current research field
- Demonstrate deeper methodological knowledge within Business Administration,
- From a deeper understanding of an industry in transition be able to critically seek, evaluate and apply knowledge to solve problems within a multidisciplinary context
- Have the ability through their own work to develop the integration of knowledge to deal with complex problems and to formulate judgments based on scientific approaches
- Be able to communicate findings and the underlying knowledge for both specialists as well as those less familiar with the subject, nationally and internationally

Specified learning outcomes of each course are stated at the heading "Lärandemål" in each course syllabus.

Content

The programme is a one-year higher education course following the degree of bachelor with specialization on marketing and management. Courses within the programme:

- Business adm., adv. level: Organisation and communication, 7.5 Credits
- Business adm., adv. level: Efficient leadership and business ethics, 7.5 Credits
- Business adm., adv. level: Consumer behaviour, 7.5 Credits
- Business adm., adv. level: Marketing and networks, 7.5 Credits
- Business adm., adv. level: Qualitative methods, 7.5 Credits
- Business adm., adv. level: Quantitative methods, 7.5 Credits
- Business adm., adv. level: Master thesis, 15 Credits

During the study period, the names of courses and course elements, contents and localization may be subjected to certain changes.

Entry requirements

Degree of Bachelor (at least 180 credits/180 ECTS) with 90 Credits (90 ECTS) in Business Administration or corresponding education and Introductory statistics, 15 Credits (15 ECTS), or corresponding course.

English course 6/English course B from Swedish Upper Secondary School (Gymnasium) or the equivalent.

Description of programme

This specialization focuses on the organization and its relationships with customers and suppliers. Central themes are leadership in terms of the organization and the business system, its external and internal communication, its branding strategy, and its computerized administrative systems. At the end of the year, the students are offered a placement period. This specialization allows the students to take on qualified posts within marketing and selling. It is also suitable for positions within the communications department of firms and organizations. This degree of Master (One Year) with a major in Business Administration qualifies the student for doctoral studies within Business Administration at Mid Sweden University.

Selection rules and procedures

The selection process is in accordance with the Higher Education Ordinance and the local order of admission.

Teaching and examination

Type of instruction and examination method is stated in each course syllabus

Title of qualification

Degree of Master of Arts/Science (60 credits)

Magisterexamen med huvudområdet företagsekonomi
translated into

Degree of Master of Science (60 credits) with a major in Business Administration