



UNIVERSITY OF GOTHENBURG

Faculty Board of Fine, Applied and Performing Arts

KFM111, Crash Course in Business Administration (BA) for Students with non-BA Background, 7.5 higher education credits

Företagsekonomi och management för icke-ekonomer, 7,5
högskolepoäng

Avancerad nivå/Second Cycle

1 Confirmation

The course syllabus was confirmed by the Faculty of Fine, Applied and Performing Arts on the 14th December, 2007, and revised 26th January, 2011. The revised course syllabus will apply from the 1st November, 2010, until further notice.

Educational area: Design 100%

Major

Business & Design

Level

Advanced level/only prerequisite(s) is/are
course(s) at a basic level

Department responsible: School of Design and Crafts (HDK).

2. Position in the educational system

The course is included in the Master programme, Business & Design, as a mandatory course for students without a previous education in business administration. It can also be taken as a single subject course and as an elective course at advanced level.

The course will be given by the Business Administration Department, School of Business, Economics and Law at the University of Gothenburg.

3. Entry requirements

Students admitted to the Master programme in Business & Design are guaranteed placement on the course. Remaining applicants are required to have an academic degree of 180 higher education credits, or the equivalent education from an internationally recognized university.

4. Course content

The aim of the course is to create a broad understanding of the conditions of organizations and to give an overview of methods used in dealing with the reality of the business. An overview of the subject of business administration will be given together with the different areas with a special emphasis on those that have a defined connection with design. A starting-point will be in social economics with an insight in the financial system and markets in order to then proceed with business administrative theories and models. The course contains the following parts:

- A) A lecture series will present the subject of business administration from several theoretical perspectives, i.e. society, accounting, finance, marketing and organization.
- B) Visits from professional active people with a connection to marketing, financial control, and investment in design. Students will be divided into small groups in order to plan and carry out seminars together with the invited professionals. The whole group will participate in the seminars.
- C) Participation in “Company games” during a three-day workshop. The company games are a simulated method that has been created in order to prove the connection and consequences of different decisions between the different parts of a company, e.g., purchasing storage, production, investment in soft and hard capital respectively, marketing, and sales. Simulation practice will be given under supervision.
- D) Students will be asked to prepare and carry out, in small groups, two study visits each in order to describe a company from an optional business administration perspective. The study visits will be reported both verbally and in writing during a joint seminar.

5. Outcomes

After completion of the course the student is expected to be able to ..

1. Knowledge and understanding
 - Be able to describe the concepts of organization, marketing, accounting and finance,
 - Be able to describe business administrative concepts connected with a company’s financial result and development,
 - Be able to describe the different forms of capital investments and their importance for creating value and business development, with a special emphasis on the role of design.
 - Be able to identify the different management theories and their consequences for work organization and leadership.

2. Skills and abilities

- Be able to argue and discuss about basic business administrative models,
- Be able to argue for and against decisions concerning investments in design from a business management perspective.

3. Judgement and approach.

- Show the ability to independently and creatively formulate new questions within the subject,
- Be able to identify one's own need for further knowledge and to take responsibility for one's own knowledge development,
- Show the ability for reflection for one's own and others attitudes to business administration and the concept of sustainable development.

6. Required reading

See separate literature list.

7. Assessment

The course lectures, seminars and lessons will be examined continuously during the period of the course, through the requirement of reports, through the submission of reports and the implementation of presentations and practical exercises. Participation in the Company Games is mandatory during the simulation exercise.

8. Grading scale

Levels of grades for the course are Fail (F), and Pass (P).

Grades are awarded by the course teacher in consultation with participating seminar teachers and tutors. Students who fail twice have the right to request that another teacher is chosen to evaluate their grade.

9. Course evaluation

The course will be evaluated by group discussions together with the course teacher, as well as individually, and in writing after course completion on GUL.

10. Additional information

The course will be given on a part-time basis during a period of eight (8) weeks.

Language of instruction: Swedish and English.