



LUNDS UNIVERSITET
Lunds Tekniska Högskola

Course syllabus

Tillämpad affärsanalys **Applied Business Analysis**

MION20, 7,5 credits, A (Second Cycle)

Valid for: 2023/24

Faculty: Faculty of Engineering, LTH

Decided by: PLED I

Date of Decision: 2023-04-14

General Information

Elective for: E4-ae, I4-ai, M4

Language of instruction: The course will be given in Swedish

Aim

The main goal is that the student will be able to formulate the need of an investigation, for example a market analysis, to conduct this and also to be able to judge the results and qualities (for example the information- and decision values). The two perspectives that permeate the course are to give the student both a theoretical and a practical competence about the above mentioned in industrial business situations.

Learning outcomes

Knowledge and understanding

For a passing grade the student must

- be able to use the main qualitative and quantitative investigation methods, models and concepts in order to independently (and in a team) identify, formulate, conduct and critically interpret an information- and knowledge needs that exists in Swedish and internationally companies and public organizations.
- independently and reflectively be able to identify and formulate a preliminary need of an investigation and relate this to a complete investigation plan where different approaches and data collection methods are applied.

Competences and skills

For a passing grade the student must

- have developed a reflective capacity and skills to formulate and conduct a qualitative

- and quantitative investigation for a company or organization.
- be able to identify a relevant method of investigation (for a chosen assignment) and be able to formulate the main investigation areas incl key questions.
 - be able to critically assess the results of an investigation in relation to a decision situation in a company or public organisation e.g. concerning market or technology questions.
 - to be able to professionally present investigations before a company or public management.

Central areas are therefore:

- the purpose and construction of an investigation (i.e. research).
- the main methods and instruments of how to conduct an investigation.
- statistical approaches and instruments to be conducting an investigation, for example a market analysis.
- quality assessments of the information and knowledge value of these methods, analyses, and instruments in for example decision situation in a company or public organization.

After the course the student shall be able to use the established terminology and in an explicit way be able to communicate and present these to other functions and networks within and outside the company.

Contents

The course contains the following principal elements: a) Identify and be able to define an investigation need and to be able to decide the relevant method/approach of investigation (i.e. qualitative and quantitative) and b) formulate relevant fields of investigations, c) to choose a relevant instrument for investigation; e.g. survey, interview, focus group literature study and d) to be able to individually and in a team collect primary and secondary data. Finally, to be able to independently e) concentrate, categorize and critically assess the collected data material concerning e.g. a customer group need of a product, service or technique.

The pedagogical working format in the course includes both individual work as work in teams and seminars concerning the above. Cases are also used as well as guest lectures. The above course elements are permeated by the fact that the students are given the opportunity to create their own proposals to investigations as well as create a knowledge how the students critically and reflectively can judge an achieved investigation result.

Examination details

Grading scale: TH - (U,3,4,5) - (Fail, Three, Four, Five)

Assessment: The course is examined through three separated parts. 1) A proposal for an examination plan (in a group with at least two persons), 2) An individual literature test, 3) A critical evaluation of an investigation. The course points are balanced between the written literature examination (25%), the proposal (45%), the written literature and the evaluation of the critical evaluation of an investigation (30%). Case seminars, computer seminars and guest seminars are obligatory.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Parts

Code: 0119. **Name:** Applied Business Analysis.

Credits: 7,5. **Grading scale:** TH.

Code: 0219. **Name:** Analysis.

Credits: 0. **Grading scale:** UG.

Code: 0319. **Name:** Review.

Credits: 0. **Grading scale:** UG.

Admission

Admission requirements:

- Basic course in Marketing

The number of participants is limited to: No

The course overlaps following course/s: MIO035

Reading list

- Lekvall, P och Wahlbin, C: Information för marknadsföringsbeslut. IHM förlag.
- Information för marknadsföringsbeslut, Lekvall, P och Wahlbin, C, IHM förlag.
- Articles and course compendia.

Contact and other information

Course coordinator: Ola Alexanderson, Ola.Alexanderson@iml.lth.se

Course homepage: <http://www.pm.lth.se>