



Master of Science in Business Administration

Magisterutbildning i företagsekonomi

60 credits

Ladok Code: SAMEK

Version: 1.0

Level: Second cycle

Approved by: The Teaching Committee 2012-03-14

Valid from: Autumn 2012

Valid for:

General Objectives

Second level education shall essentially build on the knowledge that students acquire in first level education or corresponding knowledge. Second level education shall involve a deepening of knowledge, skills and abilities relative to first level education and, in addition to what applies to first level education, shall

- further develop the students' ability to independently integrate and use knowledge,
- develop the students' ability to deal with complex phenomena, issues and situations, and
- develop the students' potential for professional activities that demand considerable independence or for research and development work.

(The Higher Education Act, Chapter 1, Section 9)

Objectives

The overall objective of the Master of Science in Business Administration is that the students are given the opportunity to acquire academic as well vocational knowledge in the major field of Business Administration, in order to create good conditions for developing a scientific approach various questions in both work and social life. The education has the purpose of creating conditions for the students to develop skills that prepare them for qualified work and post of responsibility in companies and public administration.

By having an apparent attachment to research, the objectives of the education are to provide the students with good possibilities for in-depth studies in the subject, and for specialisation in single business administrative areas of knowledge as well as to prepare them for postgraduate studies in Business Administration.

Upon graduation, the student is expected to:

Knowledge and Understanding:

- for advanced professional practice, have learnt to apply various business administrative theories and models,
- demonstrate knowledge in the scientific foundation and reliable experience relating to the chosen field of economics, and show insight in current research and development work, and
- demonstrate knowledge of relevant national and international rule systems within the chosen field of economics.

Skill and ability:

- demonstrate ability in integrating knowledge, and with the use of economic perspectives analyse, judge and handle complex phenomena, issues and situations,
- demonstrate ability in independently identifying and formulating economic problems and planning and with adequate methods carrying out qualified tasks,
- demonstrate ability in orally and in writing clearly account for and discuss conclusions in dialogue with different groups in national and international contexts, and
- demonstrate as much skill as is required to partake in research and development work or work in other qualified business operations.

Judgement and attitude:

- demonstrate ability to make judgements with regard to relevant scientific and social issues such as human rights and ethics and show awareness about ethical aspects on research and development within the chosen field of economics,
- demonstrate insight in the importance of leadership and its practice and show ability to identify his/her own need for further knowledge and continuously develop his/her competence.

The specialisations that are given also provide more specific skills in delimited areas of operation:

- **The Management specialisation** is aimed at developing deepened knowledge and skills with the students, thereby enabling an efficient, independent and responsible handling of qualified tasks at an intermediate organisation and strategic level. It prepares the student for posts with responsibility that, apart from qualified administrative competence, require knowledge about the institutional conditions of leadership, and likewise a reflective approach to problematic situations and a wise way of handling critical decisions.
- **The Marketing specialisation** provides the student with possibilities of acquiring knowledge and skills about marketing surveys and how business intelligence is conducted, plus how the analysis is used in planning the marketing activities of a company, nationally as well as internationally.
- **The Accounting specialisation** treats how accounting is created, adjusted and used in organisations, partly from the perspective of the solitary organisation, partly from an external perspective. Evaluations, analyses and judgements in Business Administration are treated in this specialisation.

Content

During the year of the Master of Science in Business Administration, the students are offered courses in Business Administration in an advanced level. Within the framework of the specialisations, the students are given the opportunity to combine the in-depth courses with other courses in Business Administration, Informatics, Law and business English. The following specialisations are given:

Management

Mandatory courses:

Pragmatic Change Leadership 15 Credits

Leadership and Reflective Ethics 7.5 Credits

Thesis for Master's Degree in Business Administration 15 Credits

Eligible courses (see separate list below) 22.5 Credits

Marketing

Mandatory courses:

Consumer Behaviour 7.5 Credits

Relationship Marketing and CRM 7.5 Credits

Thesis for Master's Degree in Business Administration 15 Credits

Eligible courses (see separate list below) 30 Credits

Accounting

Mandatory courses:

International Accounting 7.5 Credits

Analysis and Evaluation of Corporations and Public Administration 7.5 Credits

Thesis for Master's Degree in Business Administration 15 Credits

Eligible courses (see separate list below) 30 Credits

General orientation

Mandatory courses:

Research Methods 7.5 Credits

Information Systems and Business design 7.5 Credits

Business Design 7.5 Credits

Supply Chain Management 7.5 Credits

International management 7.5 Credits

Risk Management 7.5 Credits

Thesis for Master's Degree in Business Administration 15 Credits

Admission Requirements

A Bachelor's Degree 180 credits in Business Administration, and verified knowledge of English corresponding to the course English B in the Swedish Upper Secondary School. For non-Swedish-speaking students are also required completed courses in Financial Planning (7,5) or Basic Marketing (7.5 credits).

Admission requirements above refers only to the program. For further studies within the program, the entry requirements for

each course must be met. These entry requirements are shown in the syllabus for each course.

Note: Non-Swedish-speaking students can only choose the General orientation.

Degree

Upon graduation, the student receives a degree of Master of Science (60 Credits) in Business Administration - specialization management, Marketing or Accounting.

The exam certificate will be issued at request on a special form.

Degree certificates are issued upon application in Ladok for students. More information is available at www.hb.se.

Student Influence and Evaluation

In order to assure the quality of the education each course and training program is evaluated in its entirety. The evaluations of the courses are in accordance with university policy for course evaluation and compiled in the course evaluation reports. The evaluation of the program takes place every year and are communicated to students via class meetings and course folder. The results of the evaluation are useful as a valuable basis for further course and program development and, together with a continuous improvement of evaluation arrangements, an important part of quality development work.

Students have great opportunities to influence education including through their representatives on the department board, the education committee and the education councils. In the Education Council discuss student and faculty representatives, and representatives from relevant professional fields around issues related to education, as well as its relevance to society and the labor market generally and more specifically in the respective professional field.

Miscellaneous

Tuition is normally conducted in Swedish, but tuition in English may occur. The literature is in Swedish and English.

The education is primarily constructed as a close-proximity education (on campus), with some number of courses following the principle of flexible learning.