

Programme descriptor for

Master of Science in Business Administration, 60 ECTS credit points (Magisterexamen i företagsekonomi, 60 högskolepoäng)

1. General information

To understand the economic rules of the Information Age and to be able to distil them into sound business practices and strategies is crucial in today's business world. As new information technologies changes the economic scene, managers must apply a partly new set of tools and models in order to take advantage of emerging opportunities, and to handle a changing set of problems.

These management issues of the Information Age form the focus of the programme. The overall objective is to prepare students for management roles and to equip them to deal with the business challenges of today.

The main subject of the programme is Business Administration where students can choose between a number of different courses, e.g. Investments in the IT-industry, Business Intelligence, Knowledge Management and e-Business, which address specific aspects of the main theme of the programme. In addition there are more traditional courses on management control, decision-making and organisational issues as well as courses from other subject areas. The programme finishes with a Master thesis where students get a chance to further their studies in an area of their own choice.

One credit point (högskolepoäng) in the Swedish system corresponds to one credit point in the European Credit Transfer System (ECTS).

2. Decision and guidelines

The decision to establish the study programme has been made by the University Board at Blekinge Institute of Technology. Responsible for the programme is the School of Management. The programme descriptor was set by the Board for Undergraduate Education 2004-03-25, and the latest revision was made 2007-03-28. The programme descriptor is valid for students accepted autumn 2007 or later.

3. Aims and learning outcomes

In addition to the aims regulated nationally, to be found in Appendix B, the following aims have been set for the programme.

On completion of the programme the student will:

- be able to understand the current nature of managerial work and the social, political, ethical and economic issues involved;
- be able to demonstrate a familiarity with an extended vocabulary of management and a critical appreciation of some of the more advanced techniques currently in use;
- be able to make independent analyses and judgments of complex situations in a business context;
- be able to critically evaluate theories and their usefulness in the different areas

- covered in the programme;
- be able to contribute significantly to business-wide strategic analysis and strategy formulation as a member of a management team;
- be able to effectively retrieve relevant information from different sources and to carry out advanced tasks in internationally mixed groups;
- be able to evaluate and undertake rigorous research into organisational and management issues;
- be able to demonstrate a thorough understanding of the role of information and communication technologies in business and its implications for managing in the Information Age

4. Learning and education

The one-year programme emphasizes academic depth and thus target students with previous academic experience in business and management related subject areas. These preconditions mean that students are expected to have reached the level of academic maturity necessary for studies on the advanced level where independence and initiative are important. In addition, the required subject background mean that students have at least a basic knowledge in the main functional areas of business and management, and that a problem-centred and cross-functional approach can be adopted for the programme. Though the programme offers students an opportunity to specialize and advance their understanding in certain functional areas, the emphasis is on interdisciplinary skills, analysis and independent judgement. In addition the programme promotes an understanding of a changing, unpredictable and diverse (global) business environment, as well as the need for enterprising and flexible approaches and strategies to business management.

Since students not are required to have previous practical experience the programme will make extensive use of company visits and presentations from managers in industry as well as case studies on industry relevant issues and company based projects and assignments.

The idea is for the programme to be liberalising for students, getting them to think (critically) about real life issues and situations in novel ways and to develop habits of mind that stretch and expand their capacity to think creatively. This privileges a processual view of reality and a style of thought in which movement and the becoming of things are accentuated. The programme thus stress the learning of *how to learn* rather than connecting to the current fixation with representationalism, typologies and the learning of *what*.

The programme is taught in English though some of the optional courses are currently only available in Swedish. All learning resources used are in English and a good knowledge in the English language is required to take part in the programme.

5. Main structure of the study programme

The programme is made up of three groups or sets of courses, each filling a specific role in the programme.

The first set of courses are **contextual** and focuses on today's business environment. These courses should provide students with an awareness of some of the social, political, ethical and economic conditions of doing business in an increasingly global economy. Students should chose *at least 7,5 credits* from this set of courses.

<i>Course code/ Credits</i>	<i>Title</i>	<i>Subject area</i>	<i>Main Purpose Upon completion of the course students will</i>
NAB009 7,5 credits	International economics	Economics	<ul style="list-style-type: none"> • Demonstrate an understanding of the increasingly global character of today's economy, and • Be able to analyze changing economic conditions and their effects on businesses and other organisations
SODxxx 7,5 credits	Introduction to Science and Technology studies	Sociology	<ul style="list-style-type: none"> • Demonstrate an awareness of the role of science and technology in contemporary society • Understand the business implications of the current emphasis on innovation and technology

The second set of courses offers students different options for **specialization** within in the programmes main subject area of Business administration.

From this set students are to choose a *minimum of 15 credits* which has to be completed before the Master Thesis can be started.

<i>Course-code/ Credits</i>	<i>Title</i>	<i>Subject area</i>	<i>Main purpose Upon completion of the course students will</i>
FED002 7,5 credits	Decision making I	Business Admin	<ul style="list-style-type: none"> • Understand the principles of axiomatic decision theory • Be able to analyze different decision settings and evaluate alternative strategies
FED003 7,5 credits	Decision making II	Business Admin	<ul style="list-style-type: none"> • Understand the cognitive aspects of individual decision making and the limitations to rational choice
FED016 15 credits	Management Control (<i>only in swedish</i>)	Business Admin	<ul style="list-style-type: none"> • Understand the principles of contemporary approaches to management control • Be able to apply the tools and techniques of management control
FED014 15 credits	E-business	Business Admin	<ul style="list-style-type: none"> • Understand how the internet can be used for business development and business strategy • Understand the implications of e-business for the internal business operations
FED010 15 credits	Investments in the IT-industry	Business Admin	<ul style="list-style-type: none"> • Be able to analyze and understand business strategies in the ICT-industry and to evaluate them from an investment point-of-view

FED011 15 credits	The individual in the organisation	Business Admin	<ul style="list-style-type: none"> • Be able to conduct advanced organisational analyses using different theoretical perspectives
FED017 7,5 credits	Business Intelligence	Business Admin	<ul style="list-style-type: none"> • Demonstrate an ability to apply the theoretical principles and concepts of business intelligence to practical business situations
FED018 7,5 credits	Knowledge Management	Business Admin	<ul style="list-style-type: none"> • Understand the complexities involved in managing knowledge • Be able to analyze and evaluate the knowledge management practices in an organisation

The third set of courses focus on **business research** and scientific inquiry and also include the Master thesis. The courses in this set are *mandatory* to all students.

<i>Course code/ Credits</i>	<i>Title</i>	<i>Subject area</i>	<i>Main Purpose Upon completion of the course students will</i>
FED020 7,5 credits	Seminar in Research Methods	Business Admin	<ul style="list-style-type: none"> • Be able to identify and define a relevant business or management problem, • Be able to retrieve and critically evaluate information from different sources • Be able to employ appropriate methodological approaches • Be able to design and plan a business research project
FED006 15 credits	Master Thesis in Business Administration	Business Admin	<ul style="list-style-type: none"> • Demonstrate an ability to conduct research into business and management issues • Be able to structure a logical and coherent argument • Critically evaluate relevant literature and empirical data • Be able to effectively communicate research findings both orally and in writing

The minimum requirements for courses from the three sets add up to 45 credits (7,5+15+22,5) . In addition students are to chose another 15 credits either from the specialization courses or from a varying set of optional courses (see Appendix A)

Note that any credits over the required 60 will be registered as additional courses outside the programme.

The programme is offered as a full-time programme over one academic year and the way the different courses are offered during the year represents the recommended study path. Note that there might be specific entrance requirements for individual courses.

The programme is continually evaluated and developed which may cause the courses offered and the position of the courses to change.

6. Assessment and examination

The aims and learning outcomes of the programme are reached through the different courses included in the degree. Assessment and examination take place at course level and details concerning assessment and grading for the courses can be found in each respective course descriptor.

7. Programme evaluation

All students are encouraged to take part in the evaluation of the programme. Each course in the programme is also evaluated separately and these evaluations form the basis of the continual development of the programme.

8. Entrance requirements

For admission to the Programme, the student must have:

- A Bachelor degree (three years or 180 credit points) which includes at least 90 credits points or three full-time semesters of study in business or management related subjects.
- Engelska B.

9. Transition regulations for advancement

Students should have completed at least 15 credits from the specialization courses before starting their Master thesis. In addition the mandatory Seminar in Research Methods (or the equivalent) should be completed.

10. Degree

The programme results upon completion in the advanced level (second cycle) degree *Ekonomie Magister med huvudområdet företagsekonomi*. The equivalent degree in English is Master of Science (One Year) in Business Administration.

Please see Appendix B for relevant excerpts from the Degree Ordinance.

Appendix A: Optional courses within the study programme

Students on the Programme must choose at least 7,5 credits from the set of contextual courses and at least 15 credits from the specialization courses. In addition there are two mandatory courses related to business research which represent 22,5 credits. This leaves 15 credits where student's could choose further specialization courses or any of the following courses (C- and D-level courses in Business Administration) offered by the School of Management. Note that the list of courses is indicative and that further options might be available.

<i>Course code/ Credits</i>	<i>Title</i>	<i>Subject area</i>	<i>Main Purpose Upon completion of the course students will</i>
FEC064 7,5 credits	Strategy development and IT	Business Admin	<ul style="list-style-type: none"> • Understand different approaches to strategy development and change • Be able to conduct a strategic analysis of an organisation using current analytical tools and approaches. • Understand the role of ICT for strategy implementation and business development
FEC071 7,5 credits	Finance and financial markets	Business Admin	<ul style="list-style-type: none"> • Understand the role of financial markets, their function, organisation and agents • Be able to compare and critically examine different sources of capital • Demonstrate an understanding of the concept of risk and the different approaches to risk assessment
FEC072 7,5 credits	Investment theory and behavioral finance	Business Admin	<ul style="list-style-type: none"> • Demonstrate an understanding of value based management and its relation to the valuation of investments • Be able to identify and discuss the role of psychological aspects in the valuation of investments • Understand the role of corporate finance
FEC011 7,5 credits	Marketing of high-tech products	Business Admin	<ul style="list-style-type: none"> • Be able to outline and discuss the emerging theories regarding marketing of high-tech products, services and experiences • Be able to apply relevant analytical tools in the formulation of marketing plans in any of the focused areas of marketing
FEC017	Strategic Management of Change	Business Admin	<ul style="list-style-type: none"> • Be able to discuss and critically reflect on different approaches to strategic management and the management of change.

Appendix B: Excerpt from the national Degree Ordinance

Magisterexamen

Omfattning

Magisterexamen uppnås efter att studenten fullgjort kursfordringar om 60 högskolepoäng med viss inriktning som varje högskola själv bestämmer, varav minst 30 högskolepoäng med fördjupning inom det huvudsakliga området (huvudområdet) för utbildningen. Därtill ställs krav på avlagd kandidatexamen, konstnärlig kandidatexamen, yrkesexamen om minst 180 högskolepoäng eller motsvarande utländsk examen. Undantag från kravet på en tidigare examen får göras för en student som antagits till utbildningen utan att ha haft grundläggande behörighet i form av en examen. Detta gäller dock inte om det vid antagningen gjorts undantag enligt 7 kap. 28 § andra stycket på grund av att examensbevis inte hunnit utfärdas.

Mål

Kunskap och förståelse

För magisterexamen skall studenten

- visa kunskap och förståelse inom huvudområdet för utbildningen, inbegripet såväl överblick över området som fördjupade kunskaper inom vissa delar av området samt insikt i aktuellt forsknings- och utvecklingsarbete, och
- visa fördjupad metodkunskap inom huvudområdet för utbildningen.

Färdighet och förmåga

För magisterexamen skall studenten

- visa förmåga att integrera kunskap och att analysera, bedöma och hantera komplexa företeelser, frågeställningar och situationer även med begränsad information,
- visa förmåga att självständigt identifiera och formulera frågeställningar samt att planera och med adekvata metoder genomföra kvalificerade uppgifter inom givna tidsramar,
- visa förmåga att muntligt och skriftligt klart redogöra för och diskutera sina slutsatser och den kunskap och de argument som ligger till grund för dessa i dialog med olika grupper, och
- visa sådan färdighet som fordras för att delta i forsknings- och utvecklingsarbete eller för att arbeta i annan kvalificerad verksamhet.
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Värderingsförmåga och förhållningssätt

För magisterexamen skall studenten

- visa förmåga att inom huvudområdet för utbildningen göra bedömningar med hänsyn till relevanta vetenskapliga, samhälleliga och etiska aspekter samt visa medvetenhet om etiska aspekter på forsknings- och utvecklingsarbete,
- visa insikt om vetenskapens möjligheter och begränsningar, dess roll i samhället och människors ansvar för hur den används, och
- visa förmåga att identifiera sitt behov av ytterligare kunskap och att ta ansvar för sin kunskapsutveckling.

Självständigt arbete (examensarbete)

För magisterexamen skall studenten inom ramen för kursfordringarna ha fullgjort ett självständigt arbete (examensarbete) om minst 15 högskolepoäng inom huvudområdet för utbildningen.

Övrigt

För magisterexamen med en viss inriktning skall också de preciserade krav gälla som varje högskola själv bestämmer inom ramen för kraven i denna examensbeskrivning.