

## One Year Master - Business and Marketing Analytics

One Year Master - Affärs- och marknadsanalys  
60 credits

Course package

FEK5BM

Valid from: 2025 Autumn semester

<b>Determined by</b>	<b>Main field of study</b> Business Administration	
<b>Date determined</b>	<b>Course level</b> Second cycle	<b>Progressive specialisation</b> A1E
<b>Revised by</b>	<b>Disciplinary domain</b> Social sciences	
<b>Revision date</b>	<b>Subject group</b> Business Administration	
<b>Offered first time</b> Autumn semester 2023	<b>Offered for the last time</b>	
<b>Department</b> Institutionen för ekonomisk och industriell utveckling	<b>Replaced by</b>	

## Entry requirements

- Bachelor's degree equivalent to a Swedish Kandidatexamen in Business Administration
- Swedish and English corresponding to the level of Swedish and English in Swedish upper secondary education (Svenska 3 or Svenska nivå 3 and Engelska 6 or Engelska nivå 2).

## Course content

See courses

722A80 Business Analytics, 15 ECTS

722A81 Advanced Consumer Marketing, 15 ECTS

722A70 Management control systems, 15 ECTS

722A36 Master's Thesis in Business Administration, 30 ECTS

## Examination

If special circumstances prevail, and if it is possible with consideration of the nature of the compulsory component, the examiner may decide to replace the compulsory component with another equivalent component.

If the LiU coordinator for students with disabilities has granted a student the right to an adapted examination for a written examination in an examination hall, the student has the right to it.

If the coordinator has recommended for the student an adapted examination or alternative form of examination, the examiner may grant this if the examiner assesses that it is possible, based on consideration of the course objectives.

An examiner may also decide that an adapted examination or alternative form of examination if the examiner assessed that special circumstances prevail, and the examiner assesses that it is possible while maintaining the objectives of the course.

Students failing an exam covering either the entire course or part of the course twice are entitled to have a new examiner appointed for the reexamination.

Students who have passed an examination may not retake it in order to improve their grades.

## Grades

Three-grade scale, U, G, VG

## Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus.

The course is conducted in such a way that there are equal opportunities with regard to sex, transgender identity or expression, ethnicity, religion or other belief, disability, sexual orientation and age.

If special circumstances prevail, the vice-chancellor may in a special decision specify the preconditions for temporary deviations from this course syllabus, and delegate the right to take such decisions.