



COURSE SYLLABUS

Sustainable Business Relationships, 7.5 credits

Hållbara Affärsrelationer, 7,5 högskolepoäng

Course Code:	THAN19	Education Cycle:	First-cycle level
Confirmed by:	Dean Dec 4, 2018	Disciplinary domain:	Technology
Revised by:	Director of Education Feb 22, 2019	Subject group:	IE1
Valid From:	Jan 1, 2019	Specialised in:	G2F
Version:	2	Main field of study:	Industrial Engineering and Management

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- demonstrate comprehension of business relationships and its role in industrial operations, including knowledge of the basic concepts of business marketing, methods and models and current research
- display knowledge of the design, management and development of business relationships with a focus on sustainability

Skills and abilities

- demonstrate the ability to search, gather, value and critically interpret relevant market information
- demonstrate the ability to identify, formulate and analyze relevant marketing problems
- demonstrate the ability to plan, conduct and report orally and in writing a market analysis
- demonstrate the ability to propose and compare different options for design, management and development of business relationships, as well as assess the consequences of risks for different options

Judgement and approach

- demonstrate the ability of a critical approach to a company's business relationships focusing on morals, ethics and corporate social responsibility.

Contents

The course provides in-depth knowledge and skills in business relationships.

The course includes the following elements:

- Basic marketing concepts including customer value
- Benefit of relationships, networks and strategies in industrial marketing
- Similarities and differences between consumer marketing and industrial marketing
- Elements and implementation of a market analysis including alternative methods for collecting

market information

- Interaction between suppliers, producers and customers and its importance for business relationships

- Sustainability, ethical and legal aspects of business relationships

Type of instruction

Teaching consists of lectures, seminars and tutoring.

The teaching is conducted in English.

Prerequisites

General entry requirements and completed courses 120 credits in first cycle, corresponding to at least 60 credits within the major subject Industrial Engineering and Management (or the equivalent).

Examination and grades

The course is graded 5,4,3 or Fail.

The final grade for the course is based upon a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

Name of the Test	Value	Grading
Examination	2 credits	5/4/3/U
Project Work	2.5 credits	U/G
Seminars/Assignments	3 credits	5/4/3/U

Course literature

The literature is preliminary until one month before the course starts.

Title: Business-to-business Marketing – Relationships

Author: Nick Ellis

Publisher: Networks & Strategies

ISBN: 9780199551682