

COURSE SYLLABUS

Sustainable Business Relationships, 7.5 credits

Hållbara Affärsrelationer, 7.5 högskolepoäng

Course Code:	THAN17	Education Cycle:	First-cycle level
Confirmed:	Oct 15, 2024	Disciplinary domain:	Technology
Valid From:	Jan 18, 2027	Subject group:	Industrial Engineering and Management
		Specialised in:	G2F First cycle, has at least 60 credits in first-cycle course/s as entry requirements
		Main field of study:	Industrial Engineering and Management

Intended Learning Outcomes (ILO)

On completion of the 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.

Content

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.

Language of instruction is English.

Entry requirements

General entry requirements and taken 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 U.

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	G/U
Seminars/Assignments	3 credits	5/4/3/U

Course literature

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

Title: *Business-to-business Marketing – Relationships*, Author: Nick Ellis, Publisher: Networks & Strategies, ISBN: 9780199551682