

Welcome!

Introduction to studies at the divisions of Business
Administration and Economics at Linköping
University

Åsa-Karin Engstrand, Study director of Business
Administration

Our education

- Provides you with an understanding of the subjects of business and economics
- Gives you the skills to use a number of methods and tools including the "management language"
- Gives you training in an "academic attitude"
- Gives you training in processing large amounts of information
- Gives you training of your analytical capacity
- Is relevant both as a main subject and as complement to other education



The LiU idea of quality in education – keywords

“Student centred learning”

- **Clarity** – transparent rules of the game and expectations
- **Commitment** – making use of learning opportunities
- **Interaction** – collaboration, reciprocity
- **Feedback** – giving and taking, a tool for developing skills, knowledge and capacity

Principles of an "academic attitude"

- Responsibility for one's own learning process and actions
- Respect for others
- Teamwork requires mutual responsibility
- Attending to the principles of non-plagiarism
 - Read more: <http://www.bibl.liu.se/plagiering-och-upphovsratt?l=en>

The international classroom

- In our courses you will work together with students from other countries/universities as well as other (Swedish/LiU) programmes
- "The international classroom" – interacting in an international environment

Courses in Business Administration

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<p>STRATEGIC MARKETING MANAGEMENT</p> <p>Marketing and Consumer Behaviour, 7,5 credits, 723G61, Jan - Febr</p> <p>Service Management and Marketing, 7,5 credits, 723G69, Febr - March</p>	<p>MANAGEMENT CONTROL</p> <p>Management Control, 7,5 credits, 723G71 Jan - Febr</p> <p>Project Management, 7,5 credits, 723G73 Febr - March</p>
<p>Strategy and International Management, 7,5 credits, 723G75, Apr - May</p>	<p>Atlantis programme: Bachelor Thesis, 15 credits, 723G52, Apr – June</p>
<p>Enterprise Systems, 7,5 credits, 723G80 May - June</p>	

Courses in Economics

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(for more information contact Linnea Tengvall, linnea.tengvall@liu.se)

Health Economics and Ethics, 7,5 credits, 770G09, Jan-Feb

Labour Economics, 7,5 credits, 770G15, Feb-March

Intermediate Macroeconomics, 7,5 credits, 730G91, April-May

Behavioral Economics, 7,5 credits, 770G04, May-June

Course information

- The contract between LiU and you as student is formulated in the **course syllabus**
 - The learning outcomes, content, and examination forms of the course
- The course structure, examination and content more in detail are outlined on the learning platform, Lisam, <http://lisam.liu.se/>
- Schedule information is available in **TimeEdit**: <https://se.timeedit.net/web/liu/db1/schema/>
- You register for sit-in exams in the Student Portal
- Always attend the **course introduction** to make sure that you know the rules of the game!

My Studies

Schedule

Book a room

E-mail

LIU-ID and LIU-card

Examination

Academic Degrees

Rules

Computer labs

Study areas

Semester periods

Scholarships

News

TimeEdit view and web booking will get a new look on November 13th.

- ▶ A more modern and simple look with new colors and icons.
- ▶ New and improved paths and more efficient navigation between pages.
- ▶ An improved, more efficient booking page that makes it easier to make bookings with fewer clicks.

Schedule

Timetable for the 2019 spring semester is viewable now!

In the Student Portal you can combine all your courses, build and save your own personal schedule.

[To the Student portal](#)

In Timeedit you can seek out your schedule. Please note that changes can be made, sometimes at short notice!

[To TimeEdit](#)

Seek out your schedule

CONTACT

Questions about schedule or how to book a room contact 1330@liu.se

Questions about how to book a room on behalf of a student association, please contact studentforeningsbokning@uf.liu.se

RELATED

- ▶ [Searchable map](#)
- ▶ [Silent lecture halls](#)
- ▶ [LiU-app](#)
- ▶ [Semester periods](#)

ERROR REPORT FOR ROOMS

Please report defects, faults or damages such as broken lights, projectors or other technical equipment.

[Error report](#)

[To digital resources for technical support](#)

If the room is locked please contact campus guards on telephone [013-2858 88](tel:013-285888).

The learning platform Lisam and the Student portal

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Student portal

☆ Not following [Share](#)

🌐 På svenska

Published 12/19/20

Search this site

✉ Send by email

Start

Exam registration

Course application/Ele...

Course evaluations

Study results

Registration

Study break

Transcripts

Student portal

Welcome!

Here you can do much of the administration needed for your studies. You can register for courses, register for exams, see your study results, choose courses, order certificates and much more.

Registration for the spring semester 2019

My applications



Registration



Exam
registration



Marketing and Consumer Behaviour




Marketing and Consumer Behaviour

[Home](#)
[Syllabus 723G44](#)
[Syllabus 723G61](#)
[Study guide](#)
[Course documents](#)
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This is a co-learning room for the courses 723G44 Marketing and Consumer Behaviour and 723G61 Marketing and Consumer Behaviour.

Announcements

There are currently no active announcements. To add a new announcement, click "Add new announcement".

 Add new announcement

Newsfeed

Welcome to the course [Marketing and Consumer Behavior!](#)

Don't forget to register for the course.

Don't forget to read your student e-mail.

By clicking Follow in the top right corner of the page the feed is visible on your personal start page.

How to add an Alert, read [here](#).

Help and support is available at helpdesk@student.liu.se and 013-28 58 98.

Links

Plagiarism and Copyright: <http://www.hibl.liu.se/plagiering-och->

General principles

- The courses are considered equivalent to ‘full-time’ work (40 hours per week, 1.5 credits per week)
 - Focus on one topic at a time
 - Individual work and group work are expected
 - Presence is expected for scheduled activities – but mandatory only when explicitly mentioned
 - If you miss out on voluntary learning activities, it is at your own responsibility to compensate
 - If you miss out on mandatory activities – make sure you know what to do instead (read the study guide, inform teacher)
 - **General rule:** don’t miss out!

Who does what?

- Course director:
 - Organises and manages the course
- Examiner:
 - Exercises the authority of examination – a public duty
- Teacher:
 - Involved in teaching activities
- Administrator:
 - Registers grades, organises roll-calls
- Study director:
 - Utmost responsibility for the courses offered, admission and staffing

Forms of teaching

- Lectures
 - Introduction to an issue
 - Combine with reading course literature – before and after
 - Student interaction is appreciated but not demanded
- Seminars/workshops/lessons
 - Practice what you read
 - Discussions; application of theory
 - Usually demands some kind of preparation individually or in teams
 - Student activity is demanded
- Individual work and team work in-between lectures

Examination forms – in teams or individual

- Individual written sit-in exam
 - Answer specific questions by making use of what you learned in the course
- Individual oral exam
 - Answer specific questions by making use of what you learned in the course
- Individual home exam
 - Individual work where you can use course literature to investigate and elaborate answers to questions
- Project work
 - Team work where you work together to solve a problem or investigate an issue to fulfil an assignment

Principles of examination

- For mandatory examination activities, three opportunities are typically offered
- The department standard for assessment (marking period) is ten working days
- The grade is communicated via Lisam or Ladok/Student portal
- No extra assignments – or alternative examination forms/dates – are offered except those described in the study guide
- A pass (grades A-E) means that the exam cannot be taken additional times in order to receive a better grade
- The course grade (A-E) is set only after all mandatory assignments of the course are completed

Principles of examination, continued

- Marked exams can be picked up at the Student Expedition in the A-building (entrance 19 C) "Studerandeexpedition"
 - A grade set it is not negotiable
 - Grading is an act of public duty (formal authority)
 - If an obvious mistake has been made (such as a miscalculation) a grade can be revised
 - Contact the examiner or Student Expedition (If something is amiss, don't pick a written exam up!)
 - It is obligatory to **sign up in advance** for the sit-in written exam:
 - The deadline to sign up is 10 days before the examination date
 - Sign up via the Student portal or via the app LiU-app
 - At LiU, written exams are anonymous (an anonymous identity number replaces the student's signature on the exam)
-

Study the **Examination guide**
thoroughly!

<http://www.student.liu.se/tenta/regler?l=en&sc=true>

Course evaluation

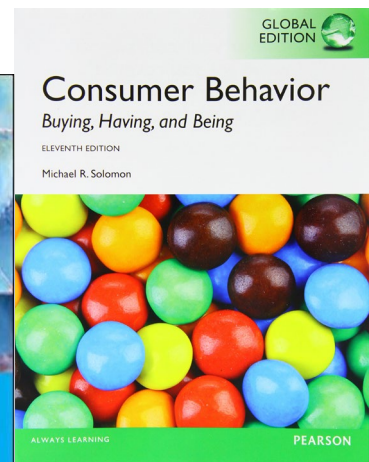
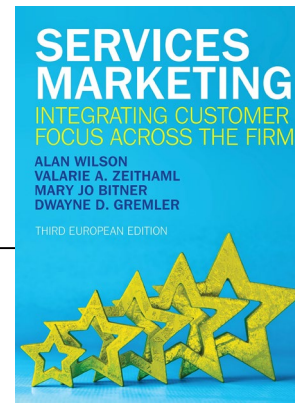
A survey is sent out at the end of each course via mail

- Asks for your experiences and serves as a tool for course development
- Is anonymous
- Asks how well the course has been carried out in relation to the course syllabus

➤ Please take the time to help improve our education!

”Do I need to buy the course book?”

- Always make sure that you are equipped with the mandatory literature for the course – in due time
- It is generally not sufficient to just attend lectures – in order to pass the exam *you must read and understand the literature too!*



”Can I go on this trip?”

If there are activities outside of the course that you want to attend:

- There will be no ”special treatment” for students who prioritize other things than course activities
- Make sure that you know what you will miss out on and if/how you can compensate for that
- Inform the teacher/course director

Remember to...

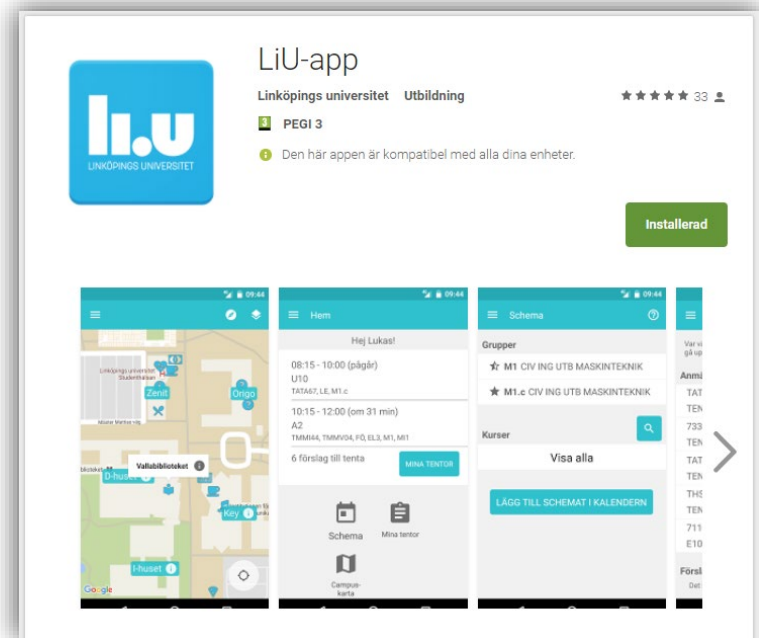
1. Get a LiU-card
2. Register for the course
3. Register for the exam

It is obligatory to sign up in advance for a scheduled written examination. The deadline to sign up is 10 days before the examination date.

Sign up via the Student portal or via the app LiU-app.



<http://www.student.liu.se/studenttjanster/liu-id-och-kort?!=en&sc=true>



Great to have you with us – Welcome!

asa-karin.engstrand@liu.se (Business
Admin.)

linnea.tengvall@liu.se (Economics)

www.liu.se