



# HU1900 Business Economics and Organizational Behaviour 7.5 credits

Ekonomi och organisation

This is a translation of the Swedish, legally binding, course syllabus.

## Establishment

Course syllabus for HU1900 valid from Autumn 2010

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

First cycle

## Main field of study

Industrial Management, Technology

## Specific prerequisites

Courses from upper secondary school in Mathematics D, Physics B, Chemistry A. A grade of Pass in each subject is required.

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

After the course, the participants will be able to:

- give an account for (without further details) social economic phenomenon as for example market economy, employment, growth and foreign trade. The student will also give her point of view in different economic and political issues activities based on her own values.
- identify and describe different type of enterprise organisation
- explain why a company which pay regard to human needs and resources in consequence also gets higher profit
- perform a result analysis and calculate break even and different margins
- lay out and solve a simple optimization calculation with two variables(products) and several restrictions
- lay out and accomplish a traditional cost price calculation with conventional divided overheads
- lay out and solve a long term investment calculation due to pay-back time and net present value
- choose and justify for when different types of calculations are appropriate
- calculate cost for assets due to inventory, trade demand and trade debts
- give an account for different rules in external accounting
- perform easier calculations of depreciation according to the books and closing account reservation
- explain the meaning of a market oriented company, describe the marketing process and apply some strategic marketing tools and models
- interpret rules and suggest applying situation for some major laws in the field of business

## Course contents

- Formal forms of companies. Conditions of enterprises and their interaction with the surrounding.
- Organizational principles, corporate image, quality, management philosophy, and other soft values and characteristics input to business processes. Formal and informal structures in organizations.
- Basic marketing concepts and models.
- Result and liquidity. Short and long term calculation. Accounting analysis due to business ratios. Accounting principles. Capital cost, need and acquiring.
- Law; employment rules, marketing conditions and antitrust legislation.

## Course literature

Olsson, J & Skärvad, Företagsekomoni 100 - faktabok, uppl 15, Liber Ekonomi 2011, ISBN 978-91-47-09634-3

Olsson, J & Skärvad, Företagsekomoni 100 - övningsbok, uppl 13, Liber Ekonomi 2011, ISBN 978-91-47-09635-0

Olsson, J & Skärvad, Företagsekomoni 100 - lösningar, uppl 13, Liber Ekonomi 2011, ISBN 978-91-47-09636-7

## Examination

- ÖVN1 - Exercises, 1.5 credits, grading scale: P, F
- TEN1 - Examination, 6.0 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

## Other requirements for final grade

Passed written exam

Passed marketing plan

The final grade is based mainly from the written exam

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.