



Course syllabus for

## **Market Analysis, 8 credits**

Marknadsanalys, 8 hp

This course syllabus is valid from autumn 2020.

Please note that the course syllabus is available in the following versions:

Autumn2020 , [Autumn2022](#) , [Autumn2023](#) , [Autumn2024](#)

Course code	4BP042
Course name	Market Analysis
Credits	8 credits
Form of Education	Higher Education, study regulation 2007
Main field of study	Bioentrepreneurship
Level	AV - Second cycle
Grading scale	Pass with distinction, Pass, Fail
Department	Department of Learning, Informatics, Management and Ethics
Decided by	Utbildningsnämnden LIME
Decision date	2020-03-04
Revised by	Education committee LIME
Last revision	2020-11-16
Course syllabus valid from	Autumn 2020

### **Specific entry requirements**

A Bachelor's degree or a professional degree equivalent to a Swedish Bachelor's degree of at least 180 credits in health care, biomedicine, biology, cellular and molecular biology, pharmaceuticals, chemistry, medicine, biotechnology or the equivalent degree. And proficiency in English equivalent to English B/English 6.

### **Objectives**

The course aims to enable students to understand how to conduct a market analysis for a company within the field of life science.

#### **Regarding knowledge and understanding:**

- Describe terminology and central principles within the field of market analysis
- Identify and compare global market environments

#### **Regarding skills and abilities:**

- Obtain, analyse and communicate information on e.g. market needs, market trends and market characteristics
- Apply scientific methods that are used for market analysis

**Regarding judgement and approach:**

- Reflect on ethical dilemmas in the field of market analysis

## Content

The course covers various aspects of market analysis within bioentrepreneurship, the tools and models used as well as scientific methods that are suitable for needs analysis and competitor analysis, etc.

### Market analysis - project, 4.0 hp

Grading scale: GU

This module consists of a project that integrates skills in market analysis with scientific methods that are suitable within this field such as interviews and observations.

### Market analysis - integration, 4.0 hp

Grading scale: VU

This module integrates the individual experiences from the team project with the terminology and central concepts within market analysis.

## Teaching methods

The course is given at the master's level, where the students are assumed to be familiar with the most common study methods in higher education. The fundamental pedagogical view is based on entrepreneurial learning and requires active student participation. Teaching will be in the form of lectures, seminars, workshops and case studies.

### Compulsory participation

The examiner assesses if and how absence from compulsory parts can be compensated. Before the student has participated in compulsory parts or compensated absence in accordance with the examiner's instructions the student's course results will not be reported. Absence from a compulsory part may result in the student having to wait to compensate until the next time the course is given.

## Examination

The examination for the project component consists of:

- A team assignment (Fail/Pass)

The examination for the integration component consists of:

- An individual assignment (Fail/Pass/Pass with distinction)
- A written exam (Fail/Pass/Pass with distinction)

In order to get the grade "pass" on the whole course, the student must get the grade "Pass" on all examinations. To get the grade "Pass with distinction" on the whole course, the student must get the grade "Pass" on the team assignment and the grade "Pass with distinction" on the individual assignment and the written exam.

Submission of the team and/or individual assignment after the deadline will result in the student missing the opportunity to get the grade "Pass with distinction" on the whole course.

### **A limited number of examinations**

Students who have not passed the regular examination are entitled to participate in five more examinations. If the student has failed six examinations/tests, no additional examination or new admission is provided.

The number of times that the student has participated in one and the same examination is regarded as an examination session.

Submission of blank exam is regarded as an examination session. An examination for which the student registered but not participated in, will not be counted as an examination.

If there are special grounds or a need for adaptation for a student with a disability, the examiner may decide to deviate from the syllabus's regulations on the examination form, the number of examination opportunities, the possibility of supplementation or exemptions from the compulsory section/s of the course etc. Content and learning outcomes, as well as the level of expected skills, knowledge and abilities, may not be changed, removed or reduced.

## **Transitional provisions**

Examination will be provided during a time of two years after a possible cancellation of the course. The examination can take place according to an earlier literature list during a time of one year after the date when a major renewal of the literature list has been made.

## **Other directives**

The course language is English.

Course evaluation will be conducted according to guidelines decided by The Committee for Higher Education.

## **Literature and other teaching aids**

### **Mandatory literature**

The course leader will provide mandatory literature in the form of scientific articles, industry reports and case studies.

*Kotler, Philip*

#### **Principles of Marketing : global edition**

16. ed. : Essex : Pearson, 2015 - 731 s.

ISBN:9781292092485 LIBRIS-ID:17756985

[Library search](#)

### **Recommended literature**

*Wood, Marian Burk*

#### **Essential guide to marketing planning Marian Burk Wood's essential guide to marketing planning**

3rd edition. : - xxiii, 299 pages

ISBN:9780273773634 (pbk.) LIBRIS-ID:14832622

[Library search](#)