

Syllabus

for course at first level

Advertising & PR: Basic Accounting
Reklam & PR: grundläggande redovisning

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	PR1522
Valid from:	Autumn 2022
Date of approval:	2015-02-26
Changed:	2021-10-25
Department	Stockholm Business School
Main field:	Advertising and Public Relations
Specialisation:	G1N - First cycle, has only upper-secondary level entry requirements

Decision

This syllabus was adopted by the Head of Education at Stockholm Business School, Stockholm University, 2015-02-26. The last revision was approved by the head of department at Stockholm Business School 2021-10-25.

Prerequisites and special admittance requirements

Swedish upper secondary school courses English B, Mathematics C and Social Sciences A or equivalent.

Course structure

Examination code	Name	Higher Education Credits
1522	Advertising & PR: Basic Accounting	7.5

Course content

Accounting is key to a company's ability to continuously inform its stakeholders of how its operation develops. Internally, accounting is the primary basis for a company's important business decisions and subsequent evaluation of the financial effects of these decisions. A university course in basic accounting will provide practical knowledge that can be applied to produce, consume, and reflect upon accounting. This course will explore the following themes:

- Basic bookkeeping and financial statements
- Legislation and norms of importance to a company's accounting
- Valuating a company's financial position and measuring a company's financial performance
- Ethical aspects of accounting
- Financial analysis and cash flow analysis.

Learning outcomes

Accounting is an important part of business administration. The course covers both theoretical and practical aspects of the field, which means that students are given the opportunity to apply the theoretical principles of financial accounting, while the application is put into a comprehensive accounting perspective.

Upon successful completion of this course, the student shall be able to:

Knowledge and understanding

1. Demonstrate ability to understand the basic concepts, relationships, and rules relating to a company's financial accounting.

Skills and abilities

2. Demonstrate ability to prepare a financial statement.

3. Demonstrate ability to apply different valuation methods and analyse their effects on financial performance and position.

4. Demonstrate ability to identify key performance indicators for obtaining information about a company's financial performance and position.

5. Demonstrate ability to use different key performance indicators to analyse a company's financial performance and position.

Judgement and approach

6. Demonstrate ability to evaluate and critically reflect upon the information presented in the annual reports of businesses and other organisations.

Education

The teaching consists of lectures, seminars and group work and requires a significant portion of self-study on the part of students.

The course workload is 200 hours, equivalent to 7,5 higher education credits.

The language of instruction is Swedish.

The teaching takes place on campus and online.

For more detailed information, see the study guide, published on the learning platform when the course commences.

Forms of examination

a) Forms of examination

Assessment for the course will be continuous and is carried throughout the different course activities. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's results from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

Assessment tasks

The course contains the following weighted assessment tasks:

1. Individually written exam: assesses intended learning outcomes 1 - 6; constitutes 80% of total course points.

2. Individually written assignment: assesses intended learning outcomes 1 and 2; constitutes 10% of total course points.

3. Individual web-test: assesses intended learning outcomes 1–5; constitutes 10% of total course points.

The examination is conducted in Swedish.

If the student has a certificate from Stockholm University with a recommendation for special support, the examiner has the opportunity to give an adapted test or let the student complete the test in an alternative way.

b) Grading scale

Grading takes place according to a criterion-referenced seven-point grading scale:

A = Excellent
B = Very good
C = Good
D = Satisfactory
E = Sufficient
Fx = Failed, some more work required
F = Failed, much more work required

c) Grading and assessment criteria

Grading criteria

The course's grading criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. A higher grade-level presupposes the abilities at lower levels.

A (Excellent) ☐

The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

B (Very Good) ☐

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

C (Good) ☐

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

D (Satisfactory) ☐

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

E (Sufficient) ☐

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

Fx (Fail) ☐

The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

F (Fail) ☐

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

Assessment criteria

The course's assessment criteria, which serve as support for the assessment of the course's assessment tasks, are announced at the start of the course.

d) Final grade

The course comprises 0–100 course points. A passing grade (A–E) in the course requires 50 course points and that all learning outcomes are met.

The scale for the final grade is tied to fixed score intervals: A: 90–100; B: 80–89; C: 70–79; D: 60–69; E: 50–59; Fx: 45–49; F: 0–44. The grades correspond to the total course points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course. Current rounding rules are applied (0,5–0,9 course points are rounded up to the nearest higher, full course point).

Each assessment task is awarded 0–100 points. The points from an individual assessment task are multiplied by its percentage weight, constituting its course points. The course points for all assessment tasks are summed

up to a total score between 0 and 100 course points. The total score is translated into a corresponding course grade A–F.

Assessment task 1 is assessed on a 100-point scale.

Assessment tasks 2 and 3 are assessed on a 100-point scale in two intervals:

- 60% correct answers: 100 points.
- Less than 60% correct answers: 0 points.

The student is responsible for completing the course's assessment tasks, that a sufficient amount of course points is earned and a passing course grade is obtained. If a passing course grade is not obtained during the course's first scheduled occasion, the course's weightiest assessment task can be taken at the course's second scheduled occasion, with retained course points from the course's other assessment tasks. All other assessment tasks are offered once during the course.

If 45–49 course points are achieved, a grade Fx is obtained. If less than 45 course points are achieved, a grade F is obtained.

A student who after the course's two regular exams does not obtain a passing grade lose the course points obtained and is referred to re-register at a later course instance.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;
- the highest weighted individual assessment task can be re-assessed without attendance at any of the course's other learning activities and without course points from the course's other assessment tasks are accredited.

e) Failed grades

For each course instance, two examination opportunities are normally offered. If during an academic year, a course instance is missing, at least one examination instance is offered.

A student who has received the grade F on an examination twice in a row by one and the same examiner have the right to have another examiner appointed at the next examination, unless there are special reasons to the contrary. The request is made to the director of studies.

A student who has received a passing grade on an examination may not retake the examination or complete a previously not completed assessment task to achieve a higher grade. A passing grade cannot be changed to a failing grade at the student's request.

f) Supplementary assignments

The grade Fx is not possible to supplement.

Interim

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

Limitations

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

Misc

The course is included in Bachelor's Programme in Market Communication (GI) 180 credits.

Exemption from an assessment task is granted if the student presents a written certificate (e.g. a medical certificate), whereupon the student may re-sit the assessment task at a later date decided by the head of course, and while maintaining previously acquired course points.

The application for exemption should be submitted to the director of studies immediately after, or during

planned absences well before the date when the assessment task is carried out. A granted exemption expires at the end of the immediately following semester.

Required reading

Course literature and other teaching materials are specified on the course's webpage no later than two months prior to the course commences.