UNIVERSITY OF SKÖVDE

TRANSLATION FROM SWEDISH

PROGRAMME SYLLABUS

Business Development and Marketing - Master's Programme

60 credits

Programme code: AFMAA
Version number: 3.2
Valid from: Autumn term 2026
Ratified by: Curriculum Committee for Business
Date of ratification: 8 October 2025

1. General information about the study programme

The study programme is provided by the University of Skövde and is named Business Development and Marketing - Master's Programme (Affärsutveckling och marknadsföring - magisterprogram). It comprises 60 credits and is a second-cycle programme. The main field of study is Business Administration.

2. Entry requirements

Prerequisite is a Bachelor's degree equivalent to a Swedish kandidatexamen of 180 credits. A further requirement is proof of skills in English equivalent of studies at upper secondary level in Sweden, known as the Swedish course English 6 or English level 2. This is normally demonstrated by means of an internationally recognized language test, e.g. IELTS or TOEFL.

The entry requirements above are applicable for admission to the study programme. For further studies within the programme, the entry requirements for each course must be met. These entry requirements are specified in each separate course syllabus.

3. Study programme content

The program has two specialisations, one focusing on business development and marketing in business administration, and the other focusing on business development and marketing in game development (*).
The program initially offers a broad base in the areas of business development and marketing, and deepens these two concepts. The perspective is eventually broadened to include prerequisites for business development and marketing in daily activities, both in business in general and in the gaming context. During the studies the students have the opportunity to orient the program toward its area of interest within the frames of the existing courses and develop methods/models for the upcoming master thesis.

The following courses are included in the programme

Common courses for both specialisations

Business Development A1N, 7,5 hp
Master Degree Project in Business Administration A1E, 15 hp
Marketing Fundamentals A1N, 7,5 hp
Strategic Marketing AIF, 7,5 hp
Scientific Research Methods A1F, 7,5 hp

Specialisation Business Development and Marketing: Business Administration Track

Digitalisation and Sustainable Development A1F, 7,5 hp
Digital Marketing and Brand Management A1F, 7,5 hp

Specialisation Business Development and Marketing: Game Development Track (*)

Game Design and Player Experience A1N, 7,5 hp
Game Development – Research & Development A1F, 7,5 hp

The track marked with an asterisk (*) have a limited number of guaranteed study places and may be subject to additional admission round.

4. General objectives

Objectives for education at the second-cycle level in The Higher Education Act

Second-cycle courses and study programmes shall involve the acquisition of specialist knowledge, competence and skills in relation to first-cycle courses and study programmes, and in addition to the requirements for first-cycle courses and study programmes shall:

- further develop the ability of students to integrate and make autonomous use of their knowledge,
- develop the students' ability to deal with complex phenomena, issues and situations, and
- develop the students' potential for professional activities that demand considerable autonomy, or for research and development work.

5. Study programme objectives

The main area of education is Business Administration.

Objectives for the master's degree in the Higher Education Ordinance

Knowledge and understanding
For a Master's degree, the student must

- show knowledge and understanding within the main area of the education, inclusive of wide knowledge within the area, a considerable in-depth knowledge within certain parts of the area as well as deeper insight into current research and development, and
- show in-depth knowledge of methodology within the main area of the education.

Proficiency and Ability
For a Master's Degree the students shall be able to

- show the ability to critically and systematically integrate knowledge and analyse, assess and manage complex phenomena, questions and situations even with limited information,
- show the ability to identify and formulate questions, independently, as well as to plan and, with adequate methods, carry out advanced assignments within specified time limits,
- show the ability to, orally and in writing, account for and discuss their conclusions and the knowledge and arguments these are based on in dialogue with different groups,
- show the proficiency required to participate in research and development in other advanced activity.

Ability to Evaluate and Relate
For a Master's Degree the students shall be able to

- show the ability, within the main area of the education, to make assessments in accordance with relevant research, societal and ethical aspects as well as show awareness of ethical aspects in research and development,
- show insight into the possibilities and limitations of research, its role in society and human beings' responsibility for how it is used, and
- show the ability to identify the need for further knowledge and to take responsibility for the development of their knowledge.

Local Objective for the Programme at the University of Skövde

After completing the study programme, the students shall be able to

- show the ability to analyse how digitalisation and sustainability interact in a business development and marketing context,
- show critically reflective knowledge in working with digitalisation and sustainability as business developer and marketer,
- show insight into business development and marketing in an international context.

6. Language of instruction

The teaching is conducted in English.

7. Degree qualification

Those who complete the program's courses with a passing grade fulfill the requirements for obtaining a Degree of Master of Science (60 credits) with a major in Business Administration.

Degree certificates are issued after application. Information about how to submit an application can be found on the website of the University of Skövde.

8. Changes to the programme syllabus

The programme syllabus and its courses may be changed, within the framework of the objectives for the study programme.

9. Student influence

Student influence in the study programme is ensured by means of programme evaluations. The students are informed about the results of the evaluations and potential measures that have been taken or are planned, based on the course evaluations.

10. Additional information

Further information about the study programme, as well as national and local governing documents for higher education, is available on the website of the University of Skövde.