



APPLIES TO ACADEMIC YEAR 2016/2017

## EXC 3410 The Firm - Introduction Course

### Programme

Bachelor of Business Administration - BBA (1. year), Exchange Program

### Responsible for the course

Sverre August Christensen

### Department

Department of Law

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

English

### Introduction

The course provides a broad introduction to the main features of the role of firms in the economy. The versatility of firms will be presented in a broader social context with the aid of historical, ethical and theoretical perspectives. The course aims to educate participants through an introduction to broad historical developments in the Western world, focusing in particular on the foundations relevant for firms and the market economy.

### Learning outcome

#### Acquired knowledge

After completed course students shall have:

- Developed familiarity with theories of why firms exist.
- Developed familiarity with the main features of the historical development of the firm, with an emphasis on understanding traditions underpinning the firms of today.
- Acquired knowledge about ownership, leadership, multinational companies, innovation, and the state's relations to firms.
- Knowledge about the problems related to self-interest, and possible solutions and answers to this.
- Acquired knowledge with respect to what is meant by corporate social responsibility, and challenges related to it.
- Acquired knowledge about ethical theories and challenges in business

#### Acquired skills

After completed course students shall be able to:

- Reflect on the role of firms in the economy in general.
- Understand and reflect on the main features of the ethical and moral dimensions relating to firms.
- Discuss and try to solve moral dilemmas in business.
- Distinguish between the different roles and bases of ownership and leadership.
- Understand the many roles of the state vis-à-vis firms.
- Reflect in writing on complex contexts.

#### Developed reflection

- Develop recognition of our personal responsibility as members of society.
- Develop recognition of the individual moral responsibility of both firms and employees.
- Develop recognition of the relationship between firms and society at large.
- Develop recognition of historical change and historical foundations, not least with respect to ethical and moral dimensions.

### Prerequisites

No particular prerequisites are required.

### Compulsory reading

#### Books:

Micklethwait, John and Adrian Wooldridge. 2005. The company : a short history of a revolutionary idea. Modern Library. Paperback edition

#### Collection of articles:

Sverre Christensen og Knut Sogner. 2012. Collection of Articles for EXC 3410 The Firm. Handelshøyskolen BI

### Recommended reading

## Course outline

1. Introduction
2. The firm Ltd.
3. The firm and the three industrial revolutions
4. The problem of self-interest
5. Corporate social responsibility
6. Process: Ethical theories and issues
7. Management
8. Process: Group work and discussions
9. Ownership
10. Multinationals and globalization
11. Innovation and entrepreneurship?
12. Innovation and society
13. The state and the firm
14. Process: Summing up
15. Summing up

## Computer-based tools

No specified computer-based tools are required.

## Learning process and workload

The course is conducted through lectures, writing assignment and discussion and summary of tasks. There will be nine regular lectures related to the main elements of the course. In addition, there will be three lectures dealing with ethics, challenges in writings, and assessment of the whole process. Compulsory assignment will be distributed via Its learning at start. It should be written individually, delivered electronically in Itslearning.

Summary of process:

1. Lectures about / writing technique and ethics
2. Submission of individual assignment in Itslearning, 4-6 pages (work requirements)
3. The process is summarised by lecturer

Recommended use of hours:

Activity	Hours
Participation in lectures I	27
Preparation for lectures	18
Writing individual paper for submission	20
Participation in lectures II	9
Self- study and colloquiums	123
Examination	3
<b>Total recommended use of hours</b>	<b>200</b>

Students are required to participate in all parts of the process activities. Submission of individual assignment is registered on Itslearning.

## E-learning

In course delivery as online courses or evening classes, will lecturer, in collaboration with the Academic Services Network and evening studies, organize an appropriate combination of digital and class room teaching. Online students are also offered a study guide, which will help progression and overview. Total recommended amount of time for completion of the course also applies here.

## Use of hours

36 hours - Lectures  
2 hours - Supervising  
7 hours - Administate learning process  
45 hours in total

The implementation requires that teachers read a representative sample of individual tasks from the class. It is envisaged that teachers in each class also conducts plagiarism control in class.

## Coursework requirements

Students must have submitted and received approval for individual assignment in Itslearning, to take the exam in the subject. See section on Learning Process and time for further description.

## Examination

The course concludes with the following examination items and weighting:

- 1) A forty eight (48) hours individual take-home examination, counts 70% of the grade.
- 2) A One (1) hour individual examination at school, counts 30% of the grade. The individual digital exam will be

based on questions from the curriculum.

Both parts must be passed in order to obtain final grade in the course EXC 3410 The Firm, 7.5 credits.

**Examination code(s)**

EXC 34102 Individual written take-home exam, count 70 % of final grade in the course EXC 3410 The Firm, 7.5 ECTS Credits.

EXC 34103 Individual written exam at school, count 30 % of final grade in the course EXC 3410 The Firm, 7.5 ECTS Credits.

**Examination support materials**

EXC 34102 - All support materials allowed.

EXC 34103 - No support materials allowed.(Except a bilingual dictionary).

**Re-sit examination**

A re-sit exam is held every semester, and EXC 34102 and EXC 34103 can be taken separately.

Students who have not approved the coursework requirements will not take the exam, and must implement these within a subsequent course completion.

Last re-sit in individual written exam three (3) hours, EXC 34101, is offered autumn 2016 and spring 2017.

**Additional information**

Colleges of Higher Education require the correct use of references in all academic work. [Link](#) to BI Library page on using citations and references, recommended for all students at BI Norwegian Business School.