



Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

1EB010 Företagandets ekonomi - att skapa, driva och förnya, 30 högskolepoäng

The Administration of Business - to Create, Manage and Renew, 30 credits

Main field of study

Business Administration, Social Psychology

Subject Group

Other Subjects within Social Science

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2014-12-11

Revised 2018-05-16 by School of Business and Economics. Literature list revised.

The course syllabus is valid from autumn semester 2018

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c or Civics A, English B, Mathematics B (Field-specific entry requirements 4/A4).

Objectives

After completing this course the student should be able to:

- account for the ways in which business processes are created, managed and renewed
- account for flow processes within and around organisations
- account for basic economical concepts related to companies' business processes
- account for the ways in which projects are created and managed
- account for basic concepts in relation to data, information and information systems, as well as their role in, and importance for, business processes and for organisations as a whole
- account for basic juridical concepts, basic areas of law and juridical method
- identify and utilize relevant judicial source material in order to defend legal issues
- account for different market forms as well as the function of competition in society
- account for flow concepts in relation to national economy and different market forms
- account for basic social-psychological concepts
- give and take feedback
- carry out systematic and scientifically based data acquisition

- create and present own reports
- utilise theory to examine, describe and understand empirical contexts
- draw conclusions with a basis in empirical relations
- act in projects and teams
- demonstrate the ability to take responsibility for their own learning and demonstrate an ability to, in practice, cooperate with others

Content

The course is divided up into the following elements:

- the business process in a company
- judicial methods
- start project business development
- manage projects towards execution – change and renew
- questions concerning individual and group
- basic microeconomic concepts and theories

The course is equivalent to:

Business Administration, 16.5 credits

Legal Science, 6 credits

Social Psychology, 1.5 credits

Economics, 3 credits

Business Information Technology, 3 credits

Type of Instruction

Teaching is carried out in partnership with businesses. The basic ambition is for students, through different types of assignments, to question and independently seek knowledge. Students should independently develop and form their education and take responsibility for the various elements of the education as well as their own learning. Students' learning process is supported through the study handbook, lectures, seminars, reflection meetings, supervision and the use of literature. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

Examinations are carried out through the presenting of project reports, oral presentations, queries, written exam and different types of assignments.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

Course overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: The course overlaps 1EB001 with 100 %.

Required Reading and Additional Study Material

Required reading

Latest edition, if nothing else mentioned

Armstrong, G., Brennan, R., Harker, M. & Kotler, P. *Marketing: an introduction*. Harlow: Pearson. About 650 pages.

Ax, C., Johansson, C. & Kullvén, H. *Den nya ekonomistyrningen*. Stockholm. Liber Ekonomi. About 300 pages.

Begg, D. & Ward, D. *Economics for Business*. McGrawHill. About 390 pages.

Bernitz, U. *Finna rätt i juristens källmaterial och arbetsmetoder*. Stockholm. Norstedts Juridik. About 150 pages.

Bryman, A. & Bell, E. *Företagsekonomiska forskningsmetoder*. Stockholm. Liber Ekonomi. 200 pages.

Chaffey, D. & White, G. *Business Information Management*. Pearson Higher Education, UK. About 660 pages.

Forshlund, M. *Organisering och ledning*. Malmö. Liber. About 510 pages.

Grönroos, C. (1997). "From marketing mix to relationship marketing towards a paradigm shift in marketing". *Management Decision*. Vol. 35. Vol 4. Pages 222229.

Hemström, C. & Giertz, M. *Bolag föreningar stiftelser: en introduktion*. Stockholm: Norstedts juridik. About 140 pages.

Hägg, G. *Praktisk retorik. Wahlström och Widstrand*. About 250 pages.

Jonsson, P. & Mattsson, SA. *Logistik: läran om effektiva materialflöden*. Lund. Studentlitteratur. About 460 pages.

Ljungberg, A. & Larsson, E. *Processbaserad verksamhetsutveckling*. Lund. Studentlitteratur. About 360 pages.

Lovaglia, M. J. *Knowing People: The Personal Use of Social Psychology*. Lanham. Rowman & Littlefield. About 360 pages.

Malmström, Å. & Agell, A. *Civilrätt*. Malmö. Liber. About 250 pages.

Thurén, T. *Vetenskapsteori för nybörjare*. Malmö. Liber. About 200 pages.

Tonnquist, B. *Projektledning*. Stockholm. Sanoma Publishing. About 200 pages.

One of the following bodies of law:Sveriges Rikes Lag. Norstedts Juridik. Stockholm. About 3500 pages.

Svensk Lag. Justus. Uppsala. About 1400 pages.

Sveriges Lagar. Thomson Fakta Informationsförlag. Stockholm. About 3500 pages.

Scientific articles within the different subject groups:Social Psychology about 300 pages, Economics about 150 pages, Business Information Technology about 150 pages and Business Administration about 100 pages.

