



Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

1EB020 Entreprenöriella processer, 30 högskolepoäng

Entrepreneurial Processes, 30 credits

Main field of study

Business Administration, Economics

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by School of Business and Economics 2020-01-22

The course syllabus is valid from autumn semester 2020

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c or Civics A, Mathematics B (Field-specific entry requirements 5/A5).

Objectives

Module 1: Introduction to Entrepreneurship, 7,5 credits

After completing this module the student should be able to:

- explain the theoretical and social significance of the entrepreneurial concept
- explain and apply concepts and theories in entrepreneurship
- explain the entrepreneurial process

Module 2: Processes and Flows in Organizations, 6 credits

After completing this module the student should be able to:

- describe the importance of processes and flows in and around organizations
- describe how processes and their flows are created, operated and renewed
- apply concepts and theories in business administration to describe and analyze processes and flows in and around organizations.

Module 3: Basic Microeconomic Concepts and Theories, 6 credits

After completing this module the student should be able to:

- explain basic concepts in micro theory
- conduct and explain demand analysis
- conduct and explain market analysis

Module 4: Project Assignment, 10,5 credits

After completing this module the student should be able to:

- verbally and in writing give an account for and discuss information, problems and solutions in dialogue with different groups
- conduct a systematic and scientifically based data collection
- use theory to investigate, describe and understand empirical contexts
- draw conclusions based on empirical conditions
- independently identify, formulate and solve problems and carry out tasks within given time frames

Content

Module 1: Introduction to Entrepreneurship, 7,5 credits

The module contains:

- the historical and contemporary meaning and meaning of the entrepreneurship concept
- different forms of entrepreneurship at the individual, group, organization and community level
- the entrepreneurial process, its tools and working methods

Module 2: Processes and Flows in Organizations, 6 credits

The module contains:

- processes and flows from a marketing perspective
- processes and flows from an organizational perspective
- processes and flows from a logistical perspective

Module 3: Basic Microeconomic Concepts and Theories, 6 credits

The module contains:

- basic concepts in micro theory
- demand analysis
- market analysis

Module 4: Project Assignment, 10,5 credits

The module contains:

- definition and formulation of issues
- compilation of a report
- opposition to the work of others

The whole course corresponds to: Business Administration, 24 credits
Economics, 6 credits

Type of Instruction

The teaching consists of lectures, internships, seminars and project work. Active participation is required at seminars while assignments are processed and presented. The date for compulsory parts is shown in the schedule.

Examination

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

The course is examined through a written exam, a project work and a written paper.

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. Grading criteria for the A - E scale are communicated in writing to the student by the start of the

Criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

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

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: 1EB010 with 19.5 credits.

Required Reading and Additional Study Material

Required reading

Module 1: Introduction to Entrepreneurship, 7,5 credits

Løwe Nielsen, S, Klyver, K, Rostgard Evald, M & Bager, T. Entrepreneurship in theory and practice – paradoxes in play. Edward Elgar Publishing. Latest edition. 2Approx. 40 pages.

Module 2: Processes and Flows in Organizations, 6 credits

Armstrong, G., Brennan, R., Harker, M. & Kotler, P. Marketing: an introduction. Harlow: Pearson. Latest edition. Approx. 650 pages

Bolman, L. G. & Deal, T. E. Nya perspektiv på organisation och ledarskap: Kreativitet, val och ledarskap. Studentlitteratur. Lund. Latest edition. Approx. 200 pages.

Jonsson, P. & Mattsson, SA. Logistik: läran om effektiva materialflöden. Lund. Studentlitteratur. Latest edition. Approx. 460 pages.

Ljungberg, A. & Larsson, E. Processbaserad verksamhetsutveckling. Lund. Studentlitteratur. Latest edition. Approx. 360 pages.

Module 3: Basic Microeconomic Concepts and Theories, 6 credits

Begg, D. & Ward, D. Economics for Business. McGrawHill. Latest edition. Approx. 390 pages.

Module 4: Project Assignment, 10,5 credits

Bryman, A. & Bell, E. Företagsekonomiska forskningsmetoder. Stockholm. Liber Ekonomi. Latest edition. Approx. 200 pages.

Referens litterature

Osterwalder, A. & Pigneur, Y. Business Model Generation. John Wiley & Sons, New Jersey. Latest edition. Approx. 280 pages.

Other teaching materials

Scientific articles. Approx. 500 pages.

