



Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

1EB020 Entreprenöriella processer, 30 credits
Entrepreneurial Processes

Main field of study

Business Administration, Economics

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2020-01-22

Revised 2022-02-14 by School of Business and Economics. Update of field-specific entry requirements and standard texts.

The course syllabus is valid from autumn semester 2022

Prerequisites

General entry requirements + Civics 1b alt. Civics 1a1 +1a2, Mathematics 2a alt. Mathematics 2b alt. Mathematics 2c and English 6.

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.

Examination

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

Module 1: Introduction to Entrepreneurship, 7,5 credits

The module is examined through a examination (2 credits) and a paper (5.5 credits).

Module 2: Processes and Flows in Organizations, 6 credits

The module is examined through a examination (3 credits) and a paper (3 credits).

Module 3: Basic Microeconomic Concepts and Theories, 6 credits

The module is examined through a examination (6 credits).

Module 4: Project Assignment, 10,5 credits

The module is examined through two project works that are orally presented on seminars (by 3 credits and 7.5 credits). Active participation is required at seminars while projects are processed and presented.

The following applies to all modules:

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–F scale are communicated in writing to the student by the start of the module 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.

The grade of the course is a combined assessment from the grades of the various course modules. The combined assessment is based on the grades and the scope of the course (number of credits). The more extensive a module is, the greater impact it will have on the final grade. Module grades with the grading scale between G-U will not be considered into the combined assessment. However, a G is required for each of the modules in order to receive a final course grade.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing 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 conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following course/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. About 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. About 650 pages

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

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

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

Module 3: Basic Microeconomic Concepts and Theories, 6 credits

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

Module 4: Project Assignment, 10,5 credits

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

Referens litterature

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

Other teaching materials

Scientific articles. About 500 pages.