



## Course syllabus

School of Business and Economics

Department of Management

1EB020 Entreprenöriella processer, 30 högskolepoäng

1EB020 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 2020-01-22

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

### **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.