



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1FE011 Företagsekonomis grunder: Logistik, Företagande och affärsutveckling, 15 högskolepoäng

Fundamentals of Business Administration: Business Logistics, Entrepreneurship, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by the Board of the School of Business and Economics 2009-12-15

Revised 2012-06-25

The course syllabus is valid from autumn semester 2012

Prerequisites

Finance I, management accounting for marketers or the corresponding

Objectives

Module 1. Business Logistics, 7,5 higher education credits

After completing the module, the student shall be able to:

- Account for logistics as an approach, and its sub-systems (material supply, production and distribution)
- Understand the impact from logistics on company profitability, efficiency and sustainable development
- Apply total cost analysis, basic inventory management and customer service calculations together with interpreting and assessing the results
- Formulate a research question, search, gather and scrutinize theory within a limited theoretical area together with analysing, interpreting and presenting (written and orally) the findings

Module 2. Entrepreneurship, 7,5 higher education credits

After completing the module, the student shall be able to:

- Give an account for on how to understand entrepreneurship and its various shapes and forms
- Give an account for the roles of entrepreneurship and its importance for the society and the individual
- Have basic insight on how to implement processes from developing ideas to implement them through business models and to give an account for a organization's different phases ending with closure.
- Give an account for the network's part of entrepreneurial activity.

Content

Module 1. Business Logistics, 7,5 higher education credits

- Logistics as a strategy; definitions and concepts, history strategies and organisation
- Distribution and delivery service; delivery service elements, differentiation, channels of distribution, Supply Chain Management
- Materials- and production management; planning environment, methods of material planning
- Purchasing and supply; importance of purchasing, purchasing roles and strategic purchasing
- Logistics efficiency; uncertainty reduction, lead times and capital, postponement etc
- Quantitative logistics models; total cost analysis and inventory management

Module 2. Entrepreneurship, 7,5 higher education credits

The course will present basic concepts and theories concerning entrepreneurship. It will also inspire to grasp possibilities and to take action.

- Entrepreneurship – past and present (future?).
- Entrepreneurship on different levels (individual, group, organization and society).
- Networks as a rational and emotional creation.
- How the philosophies of entrepreneurship and management differ.
- Different forms of entrepreneurship including:

- Family Business
- Social Entrepreneurship
- Born globals
- Franchising
- Intrapreneurship

- The conditions for and the elements of entrepreneurship:

- Vision
- Innovation and creativity
- Growth
- Network
- Financing
- Business plans

Type of Instruction

Module 1. Business Logistics, 7,5 higher education credits

The teaching consists of two parts. One part in lectures and tutorials. The other part is group work.

Module 2. Entrepreneurship, 7,5 higher education credits

Entrepreneurship is not the sum of traditional functional subdivisions of business education. The goal of the course is therefore to in a broader sense stimulate a change in the students' knowledge, skills, attitudes, values and postures concerning entrepreneurship. Consequently the course uses a mixture of teaching methods, where learning is not only receiving but also participating and creating, which means that we use both inductive and deductive learning approaches.

- Therefore traditional lectures and seminars will be combined with even more active and interactive learning occasions like frequent meetings with entrepreneurs in real and in literature, creativity seminar, exposure to a range of contexts and personal guidance/coaching. Everything in order to enhance the learning process with the provision of role models, with expansion of personal networks and with exposure to uncertain, complex and ambiguous problems. We can call it an interaction-reflection-action-learning approach.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Module 1. Business Logistics, 7,5 higher education credits

The students are assessed by an individual written exam and a group assignment.

Module 2. Entrepreneurship, 7,5 higher education credits

The valuation is based on how well the learning outcomes are met. Active students will be rewarded and presence at seminars are compulsory. Ways to examine the course include close book written test, home-test, seminars, presentations and papers (could be a business plan or a mini-thesis).

All modules:

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents.

For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Required reading

Module 1. Business Logistics, 7,5 higher education credits

When the module is given in Swedish:

Jonsson, Mattsson, Logistik - Läran om effektiva materialflöden, Studentlitteratur, latest edition

When the module is given in English:

Jonsson, P, Logistics and Supply Chain Management, McGraw-Hill, latest edition, 460 pages

Articles, 60 pages

Module 2. Entrepreneurship, 7,5 higher education credits

Carter, S & Jones-Evans, D 2006 Enterprise and Small Business. Principles, Practice and Policy. Harlow: Pearson Education. (senaste utgåvan)

Wickham, P A 2006 Strategic Entrepreneurship. Harlow: Pearson Education. (senaste utgåvan)

Artikelkompendium