



Course syllabus

School of Business and Economics
Department of Management

1FE051 Ekonomi för kulturledare, 15 högskolepoäng
Business Administration for Cultural Leaders, 15 credits

Main field of study

Business Administration

Subject

Business Administration

Level

First cycle

Progression

G1N

Date of Ratification

Approved 2015-06-26.

Revised 2024-11-11. Literature.

The course syllabus is valid from spring semester 2025.

Prerequisites

General entry requirements

Objectives

After completing the course the student is expected to be able to::

- account for central concepts and phenomena in management and entrepreneurship, particularly in relationship with cultural and artistic business activities
- apply knowledge of leadership in cultural organizations
- apply knowledge of entrepreneurship and business management in the culture

industry

- describe the consumer as the basis of business
- apply knowledge about marketing theories
- apply knowledge of how marketing activities can be planned and conducted
- perform result planning in given situations
- work out budgets in given situations
- design basic cost accounting on trading- and service companies
- use the computer as a tool in cost accounting and budgeting
- interpret economic reports by the means of basic key figures

Content

The course contains:

- concepts and principles central to organizing and business management
- the different aspects of leadership, particularly for cultural organizations
- basic entrepreneurship and business management in the culture industry
- different forms of entrepreneurship
- needs as the foundation of consumption
- consumer behaviour
- segmentation and positioning
- market communication and branding
- the marketing mix
- concepts and models central to budgeting and cost accounting
- budgeting in computer based programs
- cost accounting in computer based programs
- economic information in the form of economic reports such as balance sheet and income statement, key figures

Type of Instruction

Lectures, seminars and assignments.

Examination

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

The course is assessed by written examinations, computer laboration, reports and seminars.

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/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

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.

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:
1FE009 15 credits.

Required Reading and Additional Study Material

Required reading

Bolman, L.G. & Deal, T.E. *Nya perspektiv på organisation och ledarskap*. Lund: Studentlitteratur. Latest edition. About 550 pages.

Karlsson, D. & Lekvall, L. *Kulturella och kreativa näringar – vad är det?* Göteborg: Nätverkstan Skriftserie. About 150 pages.

Kullvén, H. *Budget och budgetering*. Digital resource. The book can be downloaded free of charge in PDF format from the author's website, where it is also stated that the book may be used for teaching purposes if the source is referenced.

Leonardz, B. & Blomquist, A. *Årsredovisningen – en introduktion*. Liber. Latest edition. About 185 pages.

Parment, A. *Marknadsföring- kort och gott*. Liber. Latest edition. About 220 pages.

Additional study material

Compendium. About 200 pages.