



## Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

1FE466 Entreprenörskap och grundläggande affärsutveckling, 7,5 högskolepoäng

Entrepreneurship and Basic Business Development, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

GIN

### **Date of Ratification**

Approved by School of Business and Economics 2015-05-13

The course syllabus is valid from spring semester 2016

### **Prerequisites**

General entry requirements.

## Objectives

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

- account for basic concepts in entrepreneurship theory
- problematize traditional models for entrepreneurship and enterprise development
- apply knowledge, in the process from concept development, through the business concept and business modeling to businessplan
- explain and apply basic concepts, theories and processes in business administration

## Content

The course contains:

- the many faces of entrepreneurship – business, social and cultural
- prerequisites for entrepreneurship - environment, individual, organization and process
- business idea, business model and businessplan
- basic business administration
- basic marketing
- strategies to start and develop sustainable and growing businesses

## Type of Instruction

The teaching is both on campus and online using a web study and consists of lectures, tutorials, workshops, practical group work and individual assignments. The course requires access to a computer and the Internet. Obligatory parts are stated in the schedule.

## Examination

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

Examination is in the form of an individually written reflection report and the writing of a business plan in group. The examination of the business plan includes oral presentations to groups. Active participation in mandatory seminars is also required for a pass grade.

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.

Students that do not pass reports can complement them after consultation with the examiner.

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

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

## Credit Overlap

This course cannot be part of a degree in combination with another course in which the content fully or partly correspond to the content of this course: 1FE465.

## Required Reading and Additional Study Material

Landström, H. & Löwegren, M. (red) *Entreprenörskap och företagsetablering – Från idé till verklighet*. Lund. Studentlitteratur, Replika press Pvt Ltd, Indien. About 450 p. Latest edition.

Articles. About 200 pages.

### **Additional Study Material**

Instruction for a business plan. 15 pages.