



Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

1FE750 Entreprenörskap, inriktning medier, 15 credits
Entrepreneurship, specialisation media

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2017-01-25

Revised 2022-02-14 by School of Business and Economics. Update of standard texts.
The course syllabus is valid from autumn semester 2022

Prerequisites

Business Administration I at least 15 credits completed courses, or the equivalent as well as Media and Communication Studies 30 credits, or the the equivalent.

Objectives

After completing this course the student should be able to:

- explain the practice and components of entrepreneurship and connect these to the media and communication sector
- describe the processes of change, from idea to established business
- through an entrepreneurial approach identify opportunities and challenges in the media and communication sector
- apply knowledge to operate and develop new or existing businesses within the media and communication sector
- problematise the concept of entrepreneurship and critically examine development work from a social, sustainable and ethical perspective
- identify their need of further knowledge in a development work
- develop their skills linked to the entrepreneurial abilities
- perform tasks within specified time frames

Content

The course contains:

- entrepreneurship - the individual, the possibilities and the process
- innovation - the concept and the need
- the entrepreneurial economy and market analysis
- business development and business models
- resources
- customer/market
- network
- digitization
- norm/power/responsibility/ethics
- intrapreneurship
- project planning

Type of Instruction

The teaching consists of lectures, workshops, group work, seminars and tutoring.

Examination

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

The course is examined through a series of individual written assignments (7 credits) and a series of written group assignments that are presented oral (7 credits) and participation at seminars (1 credit).

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 course 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.

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.

Required Reading and Additional Study Material

Required reading

Løwe Nielsen, S, Klyver, K, Rostgard Evald, M. & Bager, T. *Entrepreneurship in theory and practice – paradoxes in play*. Edward Elgar Publishing. Latest edition. About 240 pages.

Scientific articles. About 200 pages.

Additional literature is chosen in consultation with the supervisor. About 500 pages.

Reference literature

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

SOU 2016:30. *Människorna, medierna & marknaden. Medieutredningens forskningsantologi om en demokrati i förändring.*