



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE951 Entrepreneurship and Business Development in Africa, 7,5 högskolepoäng

1FE951 Entrepreneurship and Business Development in Africa, 7.5 credits

Main field of study

Business Administration

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 + English 6.

Objectives

After completing this course the student should be able to:

- describe and reflect on the economic and social changes in African countries over the last few decades
- understand the diversity, economic development and economic potential of selected African countries
- evaluate how foreign and African multinationals, SME's and social entrepreneurs enter into and succeed in these African markets
- analyze strategies for developing businesses, social entrepreneurships and succeeding that emphasize the unique context of Africa
- develop, evaluate, and present a plan for doing business in Africa

Content

The course contains:

- Africa as a market area
- growth of African entrepreneurship and African firms
- business opportunities for foreign firms in Africa
- African business culture
- planning and management of entry and succeeding in African markets
- business and social entrepreneurship in Africa

Type of Instruction

Teaching is carried out as distance learning with help from a learning platform and consists of self-studies based on instructions from the course coordinator. The teaching consists of lectures, individual and group exercises. The Student-Centered Learning (SCL) approach will be utilized for this course. The course requires access to a computer and the internet. No compulsory meetings on campus are included.

Examination

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

The course is examined through two individual assignment (by 5 credits and 2.5 credits).

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

Akinyoade, A., Dietz, T. & Uche, C. (2017). *Entrepreneurship in Africa*. Boston: Brill. Series: African dynamic. (Available as Open Access at: <https://brill.com/view/title/33333>). 409 pages.

Gekonge, C. O. (2014). *Emerging Business Opportunities in Africa: Market Entry, Competitive Strategy, and the Promotion of Foreign Direct Investments*. Doing Business in Africa Inc. USA. 391 pages.

Additional study material

Scientific articles and other reports. About 400 pages.

Reference literature

Owusu R. A., Hinson R., Adeola O., Oguji N. (2021). *Business-to-Business Marketing. How to Understand and Succeed in Business Marketing in an Emerging Africa*. Routledge. Taylor and Francis Press. 456 sidor.