



## Course syllabus

Faculty of Social Sciences  
Department of Sport Science

1IV225 Entreprenörskap med inriktning mot hälsopromotion, 15  
högskolepoäng

Entrepreneurship for Health Promotion, 15 credits

### **Subject**

Sport Science

### **Level**

First cycle

### **Progression**

G1N

### **Date of Ratification**

Approved 2023-12-18.

The course syllabus is valid from autumn semester 2024.

### **Prerequisites**

General entry requirements for university studies.

### **Objectives**

Upon completion of the course, students should be able to:

- account for basic concepts and theories in entrepreneurship,
- identify and describe entrepreneurship and running of a business within the field of health promotion,
- analyse and problematise traditional models for entrepreneurship and business development related to a perspective of health promotion,
- apply knowledge of the process from development of ideas, through business concept and business models to business plan within the health promotion sector,
- apply basic concepts, theories and processes of business economics,
- apply basic theories of marketing.

## Content

The overall purpose of the course is for students to develop knowledge and an understanding of entrepreneurship and areas of improvement. In the course are discussed, analysed and evaluated the opportunities that exist for the establishment, organisation and development of businesses as well as non-profit organisations. The course also highlights the interaction between knowledge, information and enterprise. The many faces of entrepreneurship are also discussed, such as business concept, business models, and business development related to the perspectives of the health promotion sector. Furthermore, basic business economics, basic marketing and strategies to start up and develop sustainable businesses in the health promotion sector are also discussed and applied.

## Type of Instruction

Teaching takes place in the form of lectures, seminars and supervision.

## Examination

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

Examination of the course takes place by means of one individual written examination (comprising 5.0 credits), individual papers (comprising 3.5 credits), planning and workshop with implementation and presentation of a case based assignment in groups (comprising 1.5 credits), and a group report presented in writing and orally (comprising 5.0 credits).

In order to receive a grade of Pass in the course, the course objectives shall be attained. For a grade of Pass with Distinction in the entire course, it is required that the written exam is assessed with the grade Pass with Distinction and either one of the papers or the group report.

A retake of the examination is provided in accordance with the Local Regulations for First-Cycle and Second-Cycle Courses and Examination at Linnaeus University.

Should the university determine that a student is entitled to special educational support due to impairment, the examiner may provide the student with an adapted test or the student may carry out the examination in an alternative way.

## Course Evaluation

A course evaluation is carried out either during or at the end of the course. Results and analysis of the evaluation are presented to the students who have completed the course as well as to new students at the following course date, together with any changes made.

## Required Reading and Additional Study Material

Lowe Nielsen Suna, Klyver, Kim; Rostgaard Evald, Majbritt & Bager, Torben (latest edition). *Entrepreneurship in Theory and Practice : Paradoxes in Play* . Edward Elgar Publishing Ltd, (236 p.). ISBN: 9788776743802.

Nilsson, Nils (latest edition). *Entreprenörskap - att se och handla på möjligheter*. Stockholm: Liber, (224 p.).

Publications in accordance with a separate list of articles. These are available through

the ELIN system at the library, (comprising approximately 280 pages).

The students select specialised literature themselves in consultation with the teachers, (approximately 300 pages).