



## Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

2EB020 Företagsamhet och affärsutveckling, 30 credits  
Enterprising and Business Development

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2F

### **Date of Ratification**

Approved by School of Business and Economics 2022-01-31  
The course syllabus is valid from autumn semester 2022

### **Prerequisites**

90 credits passed in the following courses:

- Entrepreneurial Processes 30 credits,
- Business Development 30 credits,
- Running an Established Business 30 credits,
- Sustainable Management and Change 30 credits,

and English 6, or the equivalent.

## Objectives

### **Module 1: Start-ups, 7.5 credits**

After completing this module the student should be able to:

- describe and reflect on various aspects of start-ups' conditions and qualities as organisations
- describe and explain everyday, basic conditions for start-up entrepreneurs
- apply start-up theories and give an account of and discuss their own conclusions

### **Module 2: Business modelling, 7.5 credits**

After completing this module the student should be able to:

- develop business ideas in dialogues with others
- organise business development
- analyse the market potential in a business idea
- apply relevant methods for data collection and analysis

### **Module 3: Business development project, 7.5 credits**

After completing this module the student should be able to:

- identify, problematise, plan and carry out development projects
- select and apply relevant theories for business development
- motivate method selection and apply scientific methodology
- give written and oral accounts of a development project and serve as an external reviewer in discussion

### **Module 4: Perspectives of entrepreneurship, 7.5 credits**

After completing this module the student should be able to:

- problematise entrepreneurship theory and practice
- critically examine entrepreneurship based on, for example, gender, power and ethics
- from theoretical perspectives, reflect upon own experiences

## Content

### **Module 1: Start-ups, 7.5 credits**

Module contains:

- start-ups' qualities and conditions
- start-up entrepreneurs – running and leading small businesses
- entrepreneurship as a lifestyle

### **Module 2: Business modelling, 7.5 credits**

Module contains:

- developing, planning and organising ones own business idea
- selection and application of relevant methods and theories for collecting information, carrying out analyses and creating input for decisions
- giving written and oral accounts of a business model

### **Module 3: Business development project, 7.5 credits**

Module contains:

- business development
- communication of a business development project in dialogues with various groups

### **Module 4: Perspectives of entrepreneurship, 7.5 credits**

This module comprises a seminar series in which various perspectives of entrepreneurship are discussed. Ahead of each seminar, assignments are carried out based on set instructions and literature.

## Type of Instruction

### **Module 1: Start-ups, 7.5 credits**

The teaching consists of lectures, cases and seminars.

### **Module 2: Business modelling, 7.5 credits**

The teaching consists of lectures and seminars.

**Module 3: Business development project, 7.5 credits**

The teaching consists of lectures, tutoring and seminars.

**Module 4: Perspectives of entrepreneurship, 7.5 credits**

The teaching consists of lectures and seminars.

**Examination**

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

**Module 1: Start-ups, 7.5 credits**

The module is examined through a serie of seminar (3 credits) and a written paper (4.5 credits).

**Module 2: Business modelling, 7.5 credits**

The module is examined through a series of seminars (7.5 credits).

**Module 3: Business development project, 7.5 credits**

The module is examined through a written report (7.5 credits).

**Module 4: Perspectives of entrepreneurship, 7.5 credits**

The module is examined through a written paper (7.5 credits).

**The following applies to all modules:**

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 module 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.

The grade of the course is a combined assessment from the grades of the various course modules. The combined assessment is based on the grades and the scope of the course (number of credits). The more extensive a module is, the greater impact it will have on the final grade. Module grades with the grading scale between G-U will not be considered into the combined assessment. However, a G is required for each of the modules in order to receive a final course grade.

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

### **Module 1: Start-ups, 7.5 credits**

Carter, S. & Jones Evans, D. *Enterprise and Small Business – Principles, Practice and Policy*. Pearson. Latest edition. About 550 pages.

Scientific articles. About 300 pages.

### **Module 2: Business modelling, 7.5 credits**

Lansiti, M. & Lakhani, K. R. *Competing in the age of AI: Strategy and leadership when Algorithms and Networks run the World*. New York: Harvard Business Review Press. Latest edition. About 270 pages.

Osterwalder, A. Pigneur, Y. Etienneble, F. & Smith, A. *The invincible company*. London Wiley. Latest edition. About 400 pages.

### **Module 3: Business development project, 7.5 credits**

Bryman, A. & Bell, E. *Företagsekonomiska forskningsmetoder*. Stockholm. Liber. Latest edition. About 650 pages.

Scientific articles. About 250 pages.

### **Referenslitteratur**

Scientific articles to the projects is selected in consultation with teachers. About 500 pages.

### **Module 4: Perspectives of entrepreneurship, 7.5 credits**

Scientific articles. About 300 pages.