



## Course syllabus

Faculty Board of Business, Economics and Design  
School of Business and Economics

2FE11E Entrepreneurship, Strategy and Business Development, 30  
högskolepoäng

Entrepreneurship, Strategy and Business Development, 30 credits

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2E

### **Date of Ratification**

Approved by the Board of the School of Business and Economics 2010-11-12

The course syllabus is valid from spring semester 2011

### **Prerequisites**

To be admitted to the full-semester course in Entrepreneurship, Strategy and Business Development students are required to have a minimum of two years of successfully completed full-time studies at university level (120 higher education credits) of which one year and a half (90 higher education credits) should be devoted to full-time studies in Business Administration. 30 higher education credits out of the 90 in Business Administration should be on the bachelor's level within Organization Theories, 7,5 higher education credits, Leadership Theories, 7,5 higher education credits, Organizational Change and Renewal, 7,5 higher education credits and Modern Perspectives on Organization and Management, 7,5 higher education credits, or corresponding subject.

## Expected learning outcomes

### **Module 1: Entrepreneurship, Strategy and Business Development, 7,5 higher education credits**

On completion of this course, the students should:

- Have knowledge about both modern and traditional modes for doing strategy work in companies and other organizations
- Have the ability to both evaluate and apply theories and models regarding strategy and business development
- Have the ability to scrutinize and evaluate business ideas and business concepts

### **Module 2: Research Methodology in Business Administration, 7,5 higher education credits**

On the completion of this module the student will have:

- Acquired basic knowledge of qualitative and quantitative methods and their use on concrete problems within business administration studies
- Ability to problematize concrete problems, using their theoretical knowledge and knowledge of existing research within business administration studies
- Ability to apply their knowledge of theories and existing research within business administration studies when assessing and discussing other's research
- Acquired knowledge of completing advanced academic texts

### **Module 3. Independent Project (Degree Project), 15 higher education credits**

On completion of the course, the student shall be able to:

- problematized knowledge of limited theoretical and empirical problems; to independently formulate a research question, use scientific research methods, collect and analyse data, to critically discuss research reports, independently write and present a thesis

## Content

### **Module 1: Entrepreneurship, Strategy and Business Development, 7,5 higher education credits**

- Traditional perspectives on strategy, entrepreneurship and business development
- Modern perspectives on strategy, entrepreneurship and business development
- Methods for evaluating business ideas and concepts

### **Module 2: Research Methodology in Business Administration, 7,5 higher education credits**

The course introduces key issues and perspectives of the research process, by focusing on theory of science and methodology:

- Introduction to the research process and research methods in Business Administration
- Introduction to different scientific basic assumptions about knowledge production and different research perspectives
- Implications for practical research depending on basic assumptions about knowledge production
- Formulation of a research question
- Evaluation criteria
- Access to empirical material
- Different ways to analysing and interpreting qualitative and quantitative data
- Different ways of writing conclusions and results
- Research ethics
- Discussing and evaluating a thesis
- Use of references

### **Module 3. Independent Project (Degree Project), 15 higher education credits**

The course is based on a series of seminars about the students' reports during the process of writing a thesis. The work with the thesis includes definition and formulation of a research question, writing a report about the research work and critically discusses and analyse other students' thesis material.

## Type of Instruction

### **Module 1: Entrepreneurship, Strategy and Business Development, 7,5 higher education credits**

Lectures, tutoring and seminars

### **Module 2. Research Methodology in Business Administration, 7,5 higher education credits**

The teaching consists of lectures and seminars

### **Module 3: Independent Project (Degree Project), 15 higher education credits**

The teaching consists of seminars and tutoring. Participation/attendance in the seminars is compulsory.

#### **Examination**

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

### **Module 1: Entrepreneurship, Strategy and Business Development, 7,5 higher education credits**

Written, closed book examination or a written home examination.

### **Module 2: Research Methodology in Business Administration, 7,5 higher education credits**

This course is examined by a written assignment and a mid-term literature test (so-called "dugga").

### **Module 3: Independent Project (Degree Project), 15 higher education credits**

The examination consists of an evaluation of the thesis and the oppositions the student is writing during the process.

The grading in this course is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

#### **Course Evaluation**

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

#### **Credit Overlap**

Each course module has a corresponding single-subject course with which there is a 100% credit overlap.

The corresponding single-subject courses are:  
2FE20, 2FE006 and 2FE06E

#### **Required Reading and Additional Study Material**

##### **Module 1: Entrepreneurship, Strategy and Business Development**

Alvesson Mats, 1998, "The Business Concept as a Symbol", International Studies of Management & Organization, vol. 28(3), pp. 86-108, 22 pages.

Coulter, Mary, 2005, Strategic Management in Action, 3rd ed, Prentice Hall, New Jersey, 396 pages.

Czarniawska-Joerges, Barbara, 1993, The Threedimensional Organization: A Constructionist View, Studentlitteratur, Lund, 15 selected pages.

Whittington, Richard, 2001, What is Strategy - and Does It Matter?, Thomson Learning, London, 151 pages.

Designated articles, 200 p.

**Module 2: Research Methodology in Business Administration**

Bryman, Alan, Bell, Emma, Business research methods, 2nd ed, Oxford: Oxford University Press, latest edition, 786 pages

Yin, Robert K, Case study research: Design and methods, 3rd ed, Thousand Oaks: Sage Publications, latest edition, 181 pages

ELIN-database, Articles, 200 sidor

**Module 3: Independent Project (Degree Project)**

The literature will be selected together with the supervisor