



## 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

### **Main field of study**

Business Administration

### **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

Revised 2011-09-30. Revision due to translation into Swedish and adjustment of the prerequisites.

The course syllabus is valid from spring semester 2012

### **Prerequisites**

90 credits in Business Administration out of which 30 credits should be within a organization/management specialization on the G2F-level.

## Objectives

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

On the completion of the course, 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), management, 15 credits**

On completion of the course, the student should have:

- 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 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 Module 2: Research methodology in Business Administration 7.5 credits***

This module 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 Module 3: Independent Project (Degree Project), management 15 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 credits**

Lectures, tutoring and seminars

### **Module 2. Research Methodology in Business Administration, 7.5 credits**

The teaching consists of lectures and seminars

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

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

seminares 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. Assessment of the student's attainments is carried out by means of written examinations and by the submission of solutions to case studies achieved either independently or in a group, and written exercises.

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.

### **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"). Students who fail the examinations will be given an opportunity to make a re-examination.

### **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.

For the full-semester course the following applies:

Results are graded using one of the terms Passed with distinction (80% -100%), Pass (60%-79%) or Fail (0%-59%), and A-F according to the ECTS scale.

## 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.

2FE11E:1 overlaps 2FE020

2FE11E:2 overlaps 2FE006

2FE11E:3 overlaps 2FE06E

## Required Reading and Additional Study Material

### ***List of references Module 1 - Entrepreneurship, Strategy and Business Development 7.5 hec***

#### **Mandatory literature**

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.

***List of references Module 2 - Module 2: Research methodology in Business Administration 7.5 hec***

**Mandatory literature**

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 pages

***List of references Module 3 - Module 3: Independent Project (Degree Project), management 15 hec***

**Mandatory literature**

The literature will be selected together with the supervisor