



Course syllabus

School of Business and Economics

Department of Marketing

2FE17E Entrepreneurial Marketing, 30 högskolepoäng

2FE17E Entrepreneurial Marketing, 30 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2E

Date of Ratification

Approved by School of Business and Economics 2014-01-22

The course syllabus is valid from spring semester 2014

Prerequisites

90 credits in Business Administration of which 30 credits should be within a specialization in marketing on the G2F-level.

Objectives

Module 1: Entrepreneurship - A Scandinavian Perspective, 7.5 credits

After completed module, the student is expected to be able to:

- account for basic concepts in entrepreneurship theory
- describe the differences between perspectives of entrepreneurship
- analyse the impact of the perspectives, and their respective assumptions, on the development of society
- apply theories and models to stories of entrepreneurship in Småland and Scandinavia and interpret case studies
- identify, formulate and critically discuss theoretical and practical relevant research problems within societal entrepreneurship

Module 2: Research Methodology in Business Administration, 7.5 credits

After the finished module the student is expected to be able to:

- account for key concepts and concept relations within quantitative and qualitative methods
- formulate research problems and methodologically-based research strategies that respond to the formulated problem on the basis of both quantitative and qualitative methods
- account for ontological and epistemological standpoints
- argue for the choice of empirical material and the procedure for the gathering of material
- analyze, interpret and evaluate research based on scientific, social and ethical aspects

Module 3: Independent Project (Degree Project), marketing, 15 credits

After completed module the student is expected to be able to:

- independently identify and formulate limited theoretical and empirical research problems
- plan and conduct a degree project on limited time, by selecting adequate methods and by handling scientific, societal and ethical aspects
- apply scientific research methods
- demonstrate knowledge within specific parts of the theory area
- critically discuss research reports
- independently write and present a degree project in dialogue with teachers, students and case company

Content

The course contains the following modules:

Module 1 Entrepreneurship- A Scandinavian Perspective 7.5 credits

The module offers an introduction to the Scandinavian approach to entrepreneurship in theory and practice. Scandinavian entrepreneurship research is characterized by its focus on the context of entrepreneurship and an ambition to be creative and questioning in its approach. The starting point for the module is classic entrepreneurship theory that focuses on profit, the individual and the firm. The entrepreneurship concept is then, from a Scandinavian context, widened to include enterprising in all sectors of contemporary society. In particular, entrepreneurship in the junction between sectors leading to a sustainable society is emphasized.

The module contains:

- classic and contemporary perspective of entrepreneurship: innovation/imitation, causation and effectuation theory, opportunity discovery
- scandinavian perspective of entrepreneurship: societal entrepreneurship, organizational creativity, mundane entrepreneurship
- the course also offers the opportunity to study entrepreneurship practices in Småland and Scandinavia through case studies and/or field studies

Module 2 Research Methodology in Business Administration 7.5 credits

The 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 Independent Project (Degree Project), marketing 15 credits

The module 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 - A Scandinavian Perspective, 7.5 credits

Lectures, seminars and tutoring. Obligatory parts are stated in the schedule.

Module 2: Research Methodology in Business Administration, 7.5 credits

Lectures and seminars. Obligatory parts are stated in the schedule.

Module 3: Independent Project (Degree Project), marketing, 15 credits

Seminars and tutoring. Participation/attendance in the seminars is compulsory. Obligatory parts are stated in the schedule.

Examination

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

Module 1: Entrepreneurship - A Scandinavian Perspective, 7.5 credits Written individual exam and/or written report in group. An active participation during mandatory seminars is required in order to pass the course. The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents.

Module 2: Research Methodology in Business Administration, 7.5 credits This module is examined by a written assignment and a mid-term literature test (so-called "Dugga").

Module 3: Independent Project (Degree Project), marketing, 15 credits The examination consists of an evaluation of the thesis and the oppositions the student is writing during the process.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr:

ELNU 2011/160".

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. A degree project that is not assessed to possibly fulfill the requirements at the final tutoring is recommended not to be treated at the originally scheduled final seminar. The thesis has to be reassessed at a new final review and considered fulfilling the necessary requirements in order to be presented at a later final seminar.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: Every module has a freestanding course with which there is a 100% credit overlap.

2FE17E:1 overlaps 2FE061

2FE17E:2 overlaps 2FE006

2FE17E:3 overlaps 2FE07E

Required Reading and Additional Study Material

List of references Module 1 - Entrepreneurship- A Scandinavian Perspective 7.5 credits

Mandatory literature

Berglund, K., Johannisson, B., & Schwartz, B. (Eds.). (2012). *Societal Entrepreneurship – Positioning, Penetrating, Promoting*. Cheltenham, UK: Edward Elgar. 306 pages.

Johannisson, B. & Lindholm Dahlstrand, Å. (Eds.) (2012). *Enacting Regional Dynamics and Entrepreneurship – Bridging the Territorial and Functional Rationales*. New York: Taylor & Francis. 136 pages.

Hjorth, D., Jones, C., & Gartner, W. B., (Eds.) (2008). *Recreating/Recontextualising Entrepreneurship (Special issue)*. *Scandinavian Journal of Management*, 24(2). p. 81-168.

Scientific articles. 200 pages.

List of references Module 2 - Research Methodology in Business Administration 7.5 credits

Mandatory literature

Bryman, A., Bell, E., *Business research methods*, 2nd ed, Oxford: Oxford University Press. Latest edition, 786 pages.

Yin, R. K., *Case study research: Design and methods*, 3rd ed, Thousand Oaks: Sage Publications. Latest edition, 181 pages.

Scientific articles, 200 pages.

List of references Module 3 - Independent Project (Degree Project), marketing 15 credits

Mandatory literature

The literature will be selected together with the supervisor