



## Course syllabus

School of Business and Economics

Department of Marketing

2FE29E Entrepreneurial Marketing, including Degree Project (Bachelor), 30 högskolepoäng

2FE29E Entrepreneurial Marketing, including Degree Project (Bachelor), 30 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2E

### **Date of Ratification**

Approved 2015-05-27

Revised 2017-05-03 by School of Business and Economics. Module 1: Changes in examination. Literature list revised.

The course syllabus is valid from spring semester 2018

### **Prerequisites**

90 credits in Business Administration of which 30 credits should be within a specialization in marketing on the G2F-level, and English B/English 6, or the equivalent.

## 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
- analyze 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 contains:

- classic and contemporary perspective of entrepreneurship: innovation and imitation, causation and effectuation theory, opportunity discovery
- scandinavian perspective of entrepreneurship: societal entrepreneurship, organizational creativity, mundane entrepreneurship
- the module 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 analyzing 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 analyze other students' thesis material.

**Type of Instruction**

**Module 1: Entrepreneurship - A Scandinavian Perspective, 7.5 credits**

The teaching consists of lectures, seminars and tutoring.

**Module 2: Research Methodology in Business Administration, 7.5 credits**

The teaching consists of lectures and seminars.

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

The teaching consists of seminars and tutoring.

**Concerning all modules:** Obligatory parts are stated in the schedule

**Examination**

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

**Module 1: Entrepreneurship - A Scandinavian Perspective, 7.5 credits**

The course is examined by written reports and oral presentations.

**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 degree project consists of a written report that will be defended during a seminar. Students are also required to pursue an oral and written opposition on another degree project as part of the examination. 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 following applies for 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.

After each regular examination there will be at least one new examination in close

proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

### Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

### 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.

2FE29E:1 overlaps 2FE231,2FE28E:1, 2FE061, 2FE11E:1, 2FE17E:1 and 2FE251:1  
2FE29E:2 overlaps 2FE28E:2, 2FE10E:2, 2FE11E:2, 2FE17E:2, 2FE27E:2, 2FE006, 2FE197, 2EB004, 2FE904, 2FE941, 2FE04E:2 and 2EB013  
2FE29E: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.). *Societal Entrepreneurship – Positioning, Penetrating, Promoting*. Cheltenham, UK: Edward Elgar. About 310 pages.

Scientific articles. About 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. About 790 pages.

Yin, R. K., *Case study research: Design and methods*, 3rd ed, Thousand Oaks: Sage Publications. Latest edition. About 180 pages.

Scientific articles. About 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.