



## Course syllabus

Faculty of Social Sciences  
Department of Sport Science

2IV120 Entreprenörskap med inriktning mot hälsopromotion, 15  
högskolepoäng  
Entrepreneurship for Health Promotion, 15 credits

### **Main field of study**

Sport Science

### **Subject**

Sport Science

### **Level**

First cycle

### **Progression**

G2F

### **Date of Ratification**

Approved 2011-10-06.  
Revised 2023-11-17. Literature revision.

The course syllabus is valid from spring semester 2024.

### **Objectives**

Upon completion of the course, students shall be able to:

- explain the basic concepts and theories within the field of entrepreneurship,
- identify and describe entrepreneurship and business enterprise within health promotion activities,
- analyse and problematise traditional models of entrepreneurship and business development related to a health promotion perspective,
- apply knowledge of the process from idea development via mission statement and business modelling to business plan in a health promotion perspective,

- apply the basic business economic concepts, theories and processes,
- apply basic theories of marketing.

## Content

The overall aim of the course is for students to develop their knowledge and understanding of entrepreneurship and improvement knowledge. The course discusses, analyses and evaluates the possibility of various activities to be established and developed. The course also emphasizes the interaction between knowledge, information and enterprise. The many faces of entrepreneurship are discussed, such as mission statement, business modelling and business development related to the perspective of health promotion. Basic business economics, marketing knowledge and strategies on establishing and developing sustainable businesses within health promotion are also looked into and applied.

## Type of Instruction

Teaching consists of lectures, seminars, case-based studies, literature studies, group work, workshops, student placement studies and supervision.

## Examination

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

Examination of the course takes place by means of a written exam, completion of a case-based assignment, a written paper, participation in three compulsory workshops, and a group report to be presented in writing as well as orally.

In order to receive a grade of Pass, the course objectives must be attained. For a grade of Pass with Distinction in the entire course, the written exam and the written paper or the group report require a Pass with Distinction.

A retake of the examination is provided in accordance with the Local Regulations for First-Cycle and Second-Cycle Courses and Examination at Linnaeus University.

Should the university determine that a student is entitled to special educational support due to impairment, the examiner may provide the student with an adapted test or the student may carry out the examination in an alternative way.

## Course Evaluation

A course evaluation is carried out either during or at the end of the course. Results and analysis of the evaluation are presented to the students who have completed the course as well as to new students at the following course date. The course evaluation is conducted anonymously.

## Other Information

Any additional costs that may arise in connection with the course are paid for by the students themselves. This course is included in the Sport Science Programme - Physical Activity, Health and Outdoor Recreation, 180 credits (as of the autumn semester 2018).

## Required Reading and Additional Study Material

Landström, Hans & Löwegren, Marie (2022). *Entreprenörskap: Från tanke till handling*. Lund: Studentlitteratur. 320 pages. ISBN 9789144154770.

Nilsson, Nils (2018). *Entreprenörskap - att se och handla på möjligheter*. Stockholm: Liber. 224 pages. ISBN 978-91-47-11363-7.

Osterwalder, Alexander & Pigneur, Yves (latest edition, Swedish). *Business Model Generation*. Lund: Studentlitteratur. 282 pages.

Scientific publications, comprising approx. 150 pages.

### **Works of Reference**

Osterwalder, Alexander, Pigneur, Yves, Bernarda, Gregory & Smith, Alan (latest edition, English). *Value Proposition Design*. Hoboken, NJ: John Wiley Sons. 320 pages.

Engwall, Lars (2020). *Fenomenet Företagsekonomi*. Lund: Studentlitteratur. 160 pages. ISBN 9789144141473.