



## 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 Group**

Sport Science

**Level of classification**

First Level

**Progression**

G2F

**Date of Ratification**

Approved 2011-10-06

Revised 2014-10-27 by Faculty of Social Sciences. Revised course literature.

The course syllabus is valid from spring semester 2015

**Prerequisites**

NO VALUE DEFINED

### Objectives

After completing the course, students shall be able to:

- explain the basic concepts and theories within the field of entrepreneurship and improve knowledge
- identify and describe entrepreneurship and business enterprise within health promotion activities
- problematize 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
- explain the basic business economic concepts, theories and processes
- explain and analyse 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
- Mission statement, business modelling and business development related to health promotion
- Commercial, social and cultural entrepreneurship from a health promotion perspective
- Basic business economics
- Basic marketing knowledge
- Strategies on establishing and developing sustainable, growing and healthy businesses

## Type of Instruction

Teaching consists of lectures, seminars, case-based studies, literature studies, group studies, practical sessions, student placement studies and supervision. Information about the compulsory components is given in the study guide.

## Examination

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

Examination is carried out individually as well as part of a group. Examination takes place by means of written papers, practical presentations in various forms, written exam, writing of a report, and active participation in seminars. Irrespective of examination format, it is the individual student's performance that is assessed and examined. In order to receive a grade of Pass, the course objectives must be attained. A retake of the written exam is offered within six weeks after the scheduled examination date (within the scope of the regular semester period). Further information is provided in the study guide.

## Course Evaluation

A course evaluation is carried out at the end of the course, which is compiled in writing and presented to the students who have completed the course, and to the students at the following course date together with any measures taken. The results are presented to the departmental bodies and the programme council concerned, and filed by the course coordinating department.

## Other

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.

## Required Reading and Additional Study Material

### Required reading

Lowe Nielsen Suna; Klyver, Kim; Rostgaard Evald, Majbritt & Bager, Torben (2012). *Entrepreneurship in Theory and Practice : Paradoxes in Play*. Edward Elgar Publishing Ltd, (236 p.). ISBN: 9788776743802.

Tangen, Henrik & Conrad, Charlotte. (2009). *Skapa och bygga hälsa på arbetsplatsen*. Lund: Studentlitteratur, (187 p.). ISBN: 9789144055169.

Articles as per a separate list provided. The articles are available via the library's ELIN system, (ca. 280 p.).

Students also select literature for advanced studies in consultation with the teachers, (ca. 200 p.).

200 p.).

**Works of reference**

Arbetsmiljöverket, Hellberg, Annika (Ed.) (2011). *Arbetsmiljölagen och dess förordningar med kommentarer i lydelse den 2 maj 2011*. Tryck: Danagårds Grafiska AB, Ödeshög, april 2011, <http://av.se/dokument/publikationer/bocker/h008.pdf>, (108 p.).