



## 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 2019-06-14 by Faculty of Social Sciences. Revision of the objectives, content, examination formats and course literature.

The course syllabus is valid from spring semester 2020

### **Prerequisites**

120 credits assessed with at least the grade of Pass in previous courses in Physical Activity, Health and Outdoor Recreation within the Sport Science Programme.

## 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,
- 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,
- 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

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

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.

Nilsson, Nils (Latest edition). *Entreprenörskap - att se och handla på möjligheter*. Stockholm: Liber, (224 p.)

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

Students shall also select literature for advanced studies in consultation with the teachers, (ca. 300 p.)