



Course syllabus

Faculty Board of Health, Social Work and Behavioural Sciences
School of Education, Psychology and Sports Science

2IV315 Entreprenörskap och organisationsutveckling inom idrotts-
och hälsoorganisationer, 15 högskolepoäng

Entrepreneurship and Organization Development in Sport and Health
Organizations, 15 credits

Main field of study

Sport Science

Subject Group

Other Subjects within Economy and Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by the Board of the School of Education, Psychology and Sports Science
2009-12-14

Revised 2010-12-15. Revision due to English translation.

The course syllabus is valid from spring semester 2011

Prerequisites

NO VALUE DEFINED

Expected learning outcomes

The objectives of the course are to deepen students' knowledge of the leading and development of sport and health organisations through a special emphasis on entrepreneurship and organisational development.

On completion of the course, students should

- have deepened their general knowledge surrounding the leading and development of sport and health organisations with special emphasis on entrepreneurship and organisational development.
- have specialised knowledge of branches connected to the field of sport and health.

For a newly started or established organisation, students should be able to

- carry out a strategic situation analysis, including suggestions for actions, implementation as well as evaluation

Content

The course deals with the following content area:

- carrying out advanced strategic situation analysis
- business development and entrepreneurship with specialisation in value creation organisation, within the experience industry, among other things
- implementation and evaluation of strategies from different perspectives
- specialised subject studies from chosen organisation.

Type of Instruction

Teaching is in the form of lectures, seminars, study visits and literature studies. Attendance at lessons is obligatory unless otherwise agreed upon with the examiner.

Examination

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

Course Evaluation

Course evaluations are carried out verbally and/or in writing continuously throughout the course. At the end of the course, a written course evaluation is performed. Course evaluations are compiled and stored at the institution. The results are fed back to the students who have taken the course and are presented, together with the possible measures taken, to the students the next time the course is given.

Other

Possible additional fees regarding assignments and such shall be paid by the student.

Required Reading and Additional Study Material

Armstrong, Gary & Kotler, Philip. *Marketing – An Introduction* Prentice Hall. 2007. 100 pages
(This book has been used for earlier courses)

Forslund, Magnus. *Förändring och Förnyelse i Organisationer* arbetsmaterial, erhålles från författaren själv) c:a 100 pages

French, Wendell L & Bell, Cecil H. Bell Jr. *Organization Development. Behavioural Science Interventions for Organization Improvement* Prentice Hall. 1999. 300 pages

Torekull, Bertil. *Historien om IKEA. Ingvar Kamprad berättar för Bertil Torekull* Wahlström & Widstrand. (Pocket). 2007. 351 pages

Articles according to separat article list. These are obtainable via the library's ELIN-system. ca 280 pages

Students choose specialisation literature in consultation with teachers. ca 300 pages