



Course syllabus

Faculty of Social Sciences

Department of Sport 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 2009-12-14

Revised 2018-05-28 by Faculty of Social Sciences. New examination elements.

The course syllabus is valid from autumn semester 2019

Prerequisites

1-60 credits in Sports Science including Project in Sports and Health Organizations, 7.5 credits, Marketing in Sports and Health Organizations I, 7.5 credits, Marketing in Sports and Health Organizations II, 7.5 credits, and Management and Organization in Sports and Health Organizations, 15 credits or the equivalent.

Objectives

The aim of the course is for students to deepen their knowledge of the management and development of sport and health organisations through special emphasis on entrepreneurship and organisational development.

After completing the course, students should be able to

- produce an advanced strategic development plan for an organisation related to the field of sports and health,
- construct an advanced strategic situation analysis,
- use business development and entrepreneurship as a tool for value-creating organisation, for instance within the experience industry,
- justify, implement and evaluate selected strategies from different perspectives.

Content

The course includes the following elements:

- strategy
- situation analysis
- business development
- entrepreneurship
- implementation
- evaluation

Type of Instruction

Teaching is carried out in the form of lectures, seminars, study visits and literature studies.

Examination

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

The students' knowledge is assessed on the basis of written and oral presentations as well as through seminars.

Detailed information about the examination methods and the grading criteria is provided in a study guide.

Irrespective of examination method, it is the individual student's performance that is assessed and graded.

Course Evaluation

At the end of the course, a course evaluation is carried out which is compiled in writing and presented to the students who have completed the course, as well as to new students at the following course date, together with any measures taken. The compilation is presented to the departmental bodies and the programme council concerned, and is later filed by the course coordinating department.

Other

Any additional costs that may arise in connection with assignments or the like are paid for by the students themselves.

Required Reading and Additional Study Material

Kotler, Philip, Armstrong, Gary, Parment, Anders. *Marknadsföring – Teori, strategi och praktik*. Pearson. senaste upplagan. 442 p.
(This book has been used in previous courses)

Ekberg, Stefan. (2011) *Rivstart. Hur du startar och får fart på ett eget företag*. Bokförlaget Redaktionen i Sthlm. 316 p. ISBN13:9789197452434

Forslund, Magnus. (2012) *Ledning av idrottsföreningar. Berättelser från gräsrotsnivå*. Liber. 232 p. ISBN: 9789147098675

Forslund, Magnus. (2011) *Organisering och ledning*. Norstedts. 510 p. ISBN13:9789113036779 (This book has been used in previous courses).

Torekull, Bertil. (2007) *Historien om IKEA. Ingvar Kamprad berättar för Bertil Torekull*. Wahlström & Widstrand. (Pocket). 351 p. ISBN13: 9789172322486

Publications in accordance with a separate list provided. These are available through the library, see the reading instructions. Approximately 200 pages.

The students also choose literature within the fields of specialised study in consultation with their teachers.

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