



## Course syllabus

Faculty of Social Sciences

Department of Sport Science

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

Entrepreneurship and Organization Development in Sport and Health Organizations

### **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 2022-02-18 by Faculty of Social Sciences. Revision of examination formats and course literature.

The course syllabus is valid from autumn semester 2022

### **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 and study visits.

## 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 two credit awarding examinations.

The first examination (7.5 credits) consists of the following elements: a written group assignment including an individual reflection, and an oral group presentation assessed by the grades of Fail, Pass or Pass with Distinction.

The second examination (7.5 credits) consists of an individual written assignment assessed by the grades of Fail, Pass or Pass with Distinction.

In order to receive a grade of Pass, the course objectives must be attained. For a grade of Pass with Distinction, it is required that both examinations are assessed as Pass with Distinction.

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

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 assignments or the like are paid for by the students themselves.

## Required Reading and Additional Study Material

Book, Karin, Bäckström, Åsa, Fahlström, Per Göran, & Carlsson, Bo (eds.) (2018). *Sport management, del 1: Idrottens organisationer i en svensk kontext*. SISU Idrottsböcker, (25 p.) ISBN: 978-91-7727-027-0

Book, Karin, Bäckström, Åsa, Fahlström, Per Göran, & Carlsson, Bo (eds.) (2020). *Sport management, del 3: Idrottens marknader och konsumtionskultur*. SISU Idrottsböcker, (21 p.) ISBN: 978-91-7727-078-2

Kotler, Philip, Armstrong, Gary & Parment, Anders (latest edition). *Marknadsföring – Teori, strategi och praktik*. Pearson, (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).

Publications in accordance with a separate list provided. These are available through the library, see the reading instructions. Approximately 300 pages.

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