



## Course syllabus

School of Business and Economics  
Department of Organisation and Entrepreneurship

4FE140 Business Development, 15 högskolepoäng  
Business Development, 15 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

Second Level

### **Progression**

A1N

### **Date of Ratification**

Approved by School of Business and Economics 2014-10-01

The course syllabus is valid from autumn semester 2015

### **Prerequisites**

General entry requirements for studies on second level, and specific entry requirements:  
Business Administration 90 credits, English B/English 6, or the equivalent.

## Objectives

After completed course the student is expected to be able to:

- evaluate the meaning of regional dynamics
- evaluate and critique the transformative possibilities offered by the Internet
- identify and develop business possibilities offered by the transition to an experience economy
- analyze different perspectives on competence and knowledge
- evaluate different perspectives on entrepreneurship and business development
- apply different theoretical perspectives of development and change in a business context
- apply models and other theoretical tools in a business context
- explain and interrelate the possibilities and consequences of using a number of theoretical perspectives in a business development context

## Content

The course in Business Development activates, with a base in companies actions in a market place, students' understanding of and ability to apply different perspectives and theoretical models with the aim of problematizing views taken for granted about change and development. The course specifically considers business development as an ongoing and continuing process of emergence. The underlying theme is that while the Internet offers numerous possibilities for development and change, the internal force in the

regional entrepreneurship and the physical place does not change.

The course will specifically deal with:

- the force in regional and virtual dynamics
- glocalisation
- the net and networking
- the change to an experience based economy
- different perspectives on knowledge and learning
- theoretical perspectives on change, mobilisation and development
- business development as a plot
- imitation as innovation

## Type of Instruction

Lectures, tutoring and seminars. Obligatory parts will be stated in the schedule.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

Assessment of students performances is carried out in the form of examination through paper. The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

## Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

## Credit Overlap

This course cannot be part of a degree in combination with another course in which the content fully or partly correspond to the content of this course: The course overlaps 4FE008 with 100 %.

## Required Reading and Additional Study Material

### Required reading

Akrich, M., Callon, M. & Latour, B. (2002). The key to success in innovation part I: The art of interressement. *International Journal of Innovation Management*. Vol 6. No 2. pp. 187-206.

Akrich, M., Callon, M. & Latour, B. (2002). The key to success in innovation part II: The art of choosing good spokespersons. *International Journal of Innovation Management*. Vol 6. No 2. pp. 207-225.

Bill, F., Bjerke, B., & Johansson, A. W. (eds). (2010). *(De)Mobilizing the Entrepreneurship Discourse - Exploring Entrepreneurial Thinking and Action*.

Edward Elgar. 250 p.

Bourdieu, P. (2005). *The Social Structures of the Economy*. Polity Press. 180 p.

Callon, M. (2007). An Essay on the growing contribution of economic markets to the proliferation of the social. *Theory Culture & Society*. Vol 24. pp. 139-163

Callon, M., Lascoumes, P. & Barthe, Y. (2009). *Acting in an Uncertain World. An Essay on Technical Democracy*. Cambridge, Massachusetts. MIT Press. 304 p.

Hjorth, D., & Kostera, M. (eds).(2007). *Entrepreneurship and the experience economy*. Copenhagen: Copenhagen Business School Press. 318 p.

Normann, R.(2001). *Reframing Business, when the map changes the landscape*. Chichester: Wiley. 372 p.

Weick, K., E. (1995). *Sensemaking in Organizations*. Thousand Oaks, Calif.: Sage. 231 p.

Zineldin, M. *Relationship Management for the future*. Studentlitteratur, Lund. Latest edition. 347 pages.

Scientific articles. 100 pages.