



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 2014-10-01

Revised 2018-05-16 by School of Business and Economics. Literature revision.

The course syllabus is valid from autumn semester 2018

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
- analyse 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 from the course 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, student's 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

The teaching consists of 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.

The course is examined through written papers.

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.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: The course overlaps 4FE008 with 100 %.

Required Reading and Additional Study Material

Required reading

Berglund, K., Johannisson, B. & Schwartz, B. (Red.). *Societal Entrepreneurship – Positioning, Penetrating, Promoting*. Cheltenham, UK: Edward Elgar. Latest edition. About 300 pages.

Løwe Nielsen, S., Klyver, K., Rostgard Evald, M., & Bager, T. *Entrepreneurship in theory and practice – paradoxes in play*. Cheltenham, UK: Edward Elgar. Latest edition. About 300 pages.

Steyaert, C., & Hjorth, D. (Red.). *Entrepreneurship as social change: a third movements in entrepreneurship book*. Cheltenham, UK: Edward Elgar. Latest edition. About 300 pages.

Additional literature

Scientific articles, about 200 pages.