



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

4FE520 Företagsekonomi IV - Ledarskapandets konst och kreativitet,
15 högskolepoäng

Business Administration IV - The art of leadership and leadership as
art, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved by the Board of the School of Business and Economics 2009-12-10

Revised 2011-12-09. Revised due to translation into English

The course syllabus is valid from autumn semester 2011

Prerequisites

General entry requirements for studies on advanced level as well as specific entry requirements 90 credits in the main field of study, business administration.

Expected learning outcomes

On completion of the course, students should be able to:

- understand and value the strategic importance of leadership as an integrated process that consists of a great number of perspectives within a business such as marketing, strategy and organisation
- problematize traditional business administration prerequisites concerning creativity, entrepreneurship, leadership and organisational action,
- contribute with qualified points of view on the connection between business operations and artistic practice,
- critically and independently analyse current business administration literature and its empirical application,

Content

Course content is built on research within the subject area and its relation to a social-scientific context.

Within business administration, there is more and more talk about design, aesthetics, art and culture being a base for business when it comes to creating new products and operations. This is where art can show the way, both internally (organisation, leadership and product development) and externally (design, advertisement and marketing). Management and marketing perspectives are united through design, creativity, art and entrepreneurship.

Throughout the course, themes will be dealt with on a weekly basis through practical exercises, lectures, guest lectures and visits to businesses. The themes of the course are: education and rhetoric, creative leadership, identity and brand names, art and business, creative environments, organisational change and entrepreneurship.

Type of Instruction

Teaching is in the form of lectures, lessons, guest lectures, group exercises and project work.

Examination of students is carried out through written theme-reports and written examinations with oral defence.

Examination

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

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and AF according to the ECTS scale.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Alsheimer, L. (2004). *Bildningsresan : från ensidig instrumentell utbildning till sammanhangsskapande bildning*. Stockholm: Prisma

Bergqvist, E. (2011) *Snacka snyggt. Modern retorik*. Stockholm: Norstedts förlag.

Bilton, C. (2007). *Management and creativity : from creative industries to creative management*. Malden, Mass.: Blackwell Publications

Christensen, S., Daugaard Jensen, P.E. & Lindkvist, L. (2011) *Makt, beslut, ledarskap*. Stockholm: SNS förlag

Holmgren Caicedo, M. (2009) *Retorik*. Malmö: Liber

Koivunen, N. & Rehn, A. (eds.) (2009). *Creativity and the Contemporary Economy*. Malmö: Liber

Lindeborg, L. & Lindkvist, L. (2010). *Kulturens kraft för regional utveckling*. Stockholm: SNS Förlag

Rehn, A. (2010) Farliga idéer. När det opassande tänkandet är din värdefullaste resurs. Stockholm: Bookhouse Editions

Stenström, E. (2008). Konstiga företag. Stockholm: Natur & Kultur

Sveningsson, S. & Alvesson, M. (2010). Ledarskap. Malmö: Liber

Compendium material included