



Course syllabus

School of Business and Economics

Department of Management

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

4FE520 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 2009-12-10

Revised 2022-12-05 by School of Business and Economics. Change of department. The course syllabus is valid from spring semester 2023

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.

Objectives

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

- evaluate 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

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.

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

Throughout the course, themes will be dealt with on a weekly basis through practical exercises, lectures, guest lectures and visits to businesses.

Examination

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

Examination of students is carried out through written themereports and written examinations with oral defence.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr: ELNU 2011/160".

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. The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Students that do not pass reports can complement after consultation with the examiner.

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.

Required Reading and Additional Study Material

Bergqvist, E. (2011). *Snacka snyggt. Modern retorik*. Stockholm: Norstedts förlag. 232 p.

Christensen, S., Daugaard Jensen, P.E. & Lindkvist, L. (2011). *Makt, beslut, ledarskap*. Stockholm: SNS förlag. 121 p.

Hewison, R. & Holden, J. (2011). *The Cultural Leadership Handbook. How to Run a Creative Organization*. Farnham: Gower Publishing. 211 p.

Holmgren Caicedo, M. (2009). *Retorik*. Malmö: Liber. 125 p.

Lindeborg, L. & Lindkvist, L. (2010). *Kulturens kraft för regional utveckling*. Stockholm: SNS Förlag. 464 p.

Rehn, A. (2010). *Farliga idéer. När det opassande tänkandet är din värdefullaste resurs*. Stockholm: Bookhouse Editions. 148 p.

Stenström, E. (2008). *Konstiga företag*. Stockholm: Natur & Kultur. 217 p.

Stenström, E. & Strannegård L. (Red.) (2013). *Kreativt kapital. Om ledning och organisering i kulturella och kreativa näringar*. Stockholm: 8tto förlag. 250 p.

Sveningsson, S. & Alvesson, M. (2010). *Ledarskap*. Malmö: Liber. 128 p.