



Course syllabus

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

4FE540 Företagsekonomi IV - Entreprenörskap och kreativitet, 15 högskolepoäng

Business Administration IV - Entrepreneurship and Creativity, 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 2010-06-14

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

The course syllabus is valid from spring semester 2012

Prerequisites

General entry requirements for studies on advanced level as well as specific entry requirements: - At least 90 credits in the main field of study Business Administration (including a degree project consisting of at least 15 credits)

Objectives

On completion of the course, students should have the ability to independently discuss, analyse and problematize:

- the concept of entrepreneurship and its historical development
- the entrepreneur's role in national economy
- the processes of entrepreneurship from idea to implementation
- the role of creativity in entrepreneurship and innovation
- some of the problems and limitations in entrepreneurship research

Students should also develop an understanding for and some ability to, evaluate, plan and carry out new processes of development from idea to action. It may be the creation of conditions for a new business or other activities of a more social nature. It can also be the carrying out of an entrepreneurial project.

Content

The course introduces students to fundamental theories, concepts and models as well as encourages an entrepreneurial attitude as a knowledge base for possibility-oriented trade.

- The concept of entrepreneur - its nature, roots and manifestations
- The international frame in which entrepreneurship exists
- Managerialism and Entrepreneurialism
- The person, the team, the attitude
- The entrepreneurial glance - to look at and act on possibilities
- Entrepreneurial processes
- The creative process on individual, group and organisational level
- Business modelling
- Entrepreneurship as an expression for emancipation and as logic for individuals' ability to see and act on possibilities

Type of Instruction

Entrepreneurship is not the amount of traditional subtopics in business administration, but rather a more complex phenomenon. The objective of the course is, therefore, to stimulate students to relate to a more entrepreneurial path to knowledge, experiences, attitudes and values. As a consequence of this, the course will use a number of educational methods where learning is built on students' active participation and creation. The educational model can be said to build on the building blocks of exposure, interaction, action and reflection.

Therefore, the course contains traditional lectures and seminars, but also more active and interactive course opportunities such as regular meetings with entrepreneurs in reality and literature, idea-generation seminars, meetings with artists, video meetings with entrepreneur researchers and personal coaching. Through regular confrontation with complex presentations of problems from a normal entrepreneurial dag, students are trained to manage complexities, insecurities and contradictoriness, that is, entrepreneurial problem solving.

Examination

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

The basis for grading is determined by how well students have fulfilled the expected learning outcome. Examinations are carried out partly through evaluation of students' active cooperation in the various course elements and partly in the form of different sub-reports and a final report where students specialise in a course-relevant theme such as business plan, business modelling, possibility-studies or other chosen assignments in cooperation with the examiner. Attendance at course elements is obligatory.

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 evaluation during the course or oral communication with the students, can occur and is encouraged in order to secure continuous quality improvement.

Required Reading and Additional Study Material

Carter S.; Jones-Evans D., (2006), Enterprise and Small Business - principles, practice and policy, Prentice Hall, Pearson Education Ltd, Paperback, 592 p, ISBN13: 9780273702672

Gawell M., Johannisson B., Lundqvist M., (2009), Samhällets entreprenörer - en forskningsantologi om samhällsentreprenörskap, KK-stiftelsen

Lundström H. (ed.), 2009, The Role of SME's and Entrepreneurship in a Globalized Economy. Sweden's Globalisation Council

Nilsson N., (2003), Entreprenörens blick, diss, Göteborgs universitet/BBS

Obligatoriska artiklar att läsa och kommentera:

Audretsch, D.B., Thurik A.R. (2004), A model of the entrepreneurial economy, International Journal of Entrepreneurship Education, 2(2): 143-166.

Sarasvathy S. (2001), Causation and Effectuation: toward a theoretical shift from economic inevitability to entrepreneurial contingency, Academy of Management Review, Apr2001, Vol. 26 Issue 2, p243-263, 21p.

Bosma N., Levie J., 2009, Global Entrepreneurship Monitor - 2009 Executive Report, Global Entrepreneurship Research Association (GERA)

Alternative additional books to read and comment on after choice (supplied by the course coordinator):

Apple Confidential 2.0 av Owen W. Linzmayer
Business as Unusual - BodyShop av Anita Roddick
Business the Richard Branson Way av Des Dearlove
Entreprenörskap i världsklass – Koenigsegg av Ingeman Arbnor
Google Speaks av Janet Lowe
H&M Handelsmännen av Bo Pettersson
How Dell Does It av Steven Holzner
iCon – Steve Jobs av S. Young Jefferey and William L. Simon
I halvtid av Torsten Jansson
IKEA av Bertil Torekull
Pour your heart into it – Starbucks av Howard Schultz
Ryanair – av Siobhan Creation
The Google Way av Bernard Girard