



## Programme syllabus

School of Business and Economics

Enterprising & Business Development, 180 högskolepoäng

Enterprising & Business Development, 180 credits

### Level

First Level

### Date of Ratification

Approved 2018-06-13

Revised 2018-06-13 by the Faculty Board within the School of Business and Economics

The programme syllabus is valid from autumn semester 2019

### Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c or Civics A, English B, Mathematics B (Field-specific entry requirements 4/A4). General entry requirements as well as English B, Mathematics B and Social Sciences A

### Description of Programme

The Enterprising and Business Development programme is a highly profiled study programme in the field of Business Administration, where the studies are conducted in joint collaboration between partner companies and the University. The programme provides an understanding of and in-depth knowledge of business development, enabling a capability to work in this field. The programme provides a professional foundation for employment in business, public administration or non-governmental organisations, both nationally and internationally. The programme provides a broad base, with an orientation towards the ability to assume responsibilities to work independently in the business world. An important aspect is that students also develop the ability to create their own professional positions.

### Objectives

*Central degree objectives in accordance with the Higher Education Ordinance*

### Knowledge and understanding

For a bachelor's degree, the student must:

- demonstrate knowledge and understanding within the programme's main field of study, including knowledge of the field's academic basis, knowledge of methods that are appropriate within the field, specialist knowledge of part of the field and a familiarity

### Skills and abilities

For a bachelor's degree, the student must:

- demonstrate an ability to search for, gather, evaluate and critically interpret relevant information in the presentation of a problem and to critically discuss phenomena, questions and situations,
- demonstrate an ability to independently identify, formulate and solve problems, as well as carrying out tasks within given time limits,
- demonstrate an ability to present and discuss orally and in writing information, problems and solutions in dialogue with different groups, and
- demonstrate the proficiency required to work independently within the relevant field.

### **Judgement and approach**

For a bachelor's degree, the student must:

- demonstrate an ability to conduct evaluations within the programme's main field of study, taking into account the relevant academic, social and ethical aspects,
- demonstrate an insight into the role of knowledge in society and peoples' responsibility for how it is used, and
- demonstrate the ability to identify their need for further knowledge and to develop their skills.

### *Programme specific objectives*

- analyze and apply concepts and theories within entrepreneurship.
- identify, formulate and plan development projects together with organizations in the local community

This is in accordance with the intended learning outcomes set for a bachelors' degree in the Swedish Higher Education Ordinance and School of Business and Economics' mission.

## **Content**

### *Organisation*

The Programme is placed and taught at the School of Business and Economics.

The Programme has a programme coordinator who has overall responsibility for the Programme and who serves as a representative of the Programme and coordinates Programme-related issues. The coordinator is responsible for the Programme's content and development and works actively to maintain good relationships and communication channels. This takes place with the Programme's teaching staff by means of continuous dialogue, with the Programme's students through a programme council, and with trade and industry through collaboration and interaction with relevant stakeholders.

### *Programme Overview*

Enterprising & Business Development (EBD) is designed around themes. These mirror, in a very general sense, an organisation's development, and means that the students study several different subjects simultaneously. The subjects are thus integrated into the various themes encompassed with the educational programme. In addition to the core subject business administration, these various themes relate to the fields of economics, law, information systems science and social psychology, among others. Under each theme, these subjects will be dealt with based on the needs that exist, so that the student will be able to develop the requisite knowledge and skills within the framework of the respective themes. A continuous deepening into the subject matter will be developed over the course of the educational programme.

In the educational programme, the focus will be primarily on linking theory and applied practice. Knowledge is formed by facts (what) and learning (how). The programme is primarily conducted via theoretically-based practical applications in companies (case studies). Students will continuously engage in self-reflect concerning what they are experiencing and their overall experience.

The language of instruction is primarily Swedish; however English is used at times.

### *Programme courses*

#### **Semester 1:**

- The Administration of Business to Create, Manage and Renew, 30 cr, G1N (mandatory),

The course focuses on organisational flows and business processes based on the various subject areas of the programme. The various subjects of the programme are introduced. Students create and present reports, as well as start and manage projects to completion.

#### **Semester 2:**

- The Individual and the Company, 7.5 cr, G1F (mandatory),

Based on sociopsychological and business administration theory, as well as knowledge-oriented creativity, the course shines light on the self and ego development, human interaction, conflict management and gender.

- The Establishing of Business Processes, 22.5 cr, G1F (mandatory)

The course addresses the establishment of business processes based on the various subject areas of the programme. The course includes project work related to business intelligence; students identify, plan and carry out a business project.

#### **Semester 3:**

- Enterprising and Managing an Existing Business, 30 cr, G1F (mandatory),

The course focuses on operation and administration of organisations based on the subject areas of the programme and a sustainable development perspective.

#### **Semester 4:**

- Change and Reconstruct a Business, 15 cr, G2F (mandatory),

The course addresses organisational change based on the subject areas of the programme. Thematic assignments link market changes to perceptions of organisational development.

- Renewal of a Business Process, 15 cr, G2F (mandatory),

The course addresses organisational renewal based on the various subject areas of the programme. Thematic assignments include a project that targets organisational change and renewal.

#### **Semester 5:**

- International Development of a Business, 30 cr edits, G2F#

The course is based on a globalisation perspective and focuses on internationalisation of a business based on the various subject areas of the programme. Thematic assignments link course content to prospects for internationalisation at a specific organisation. The course is offered in English.

Alternatively,

- Studies abroad, 30 cr

This semester can be studied abroad, the courses need to be of relevance to the programme and they have to be pre-approved by the programme coordinator.

#### **Semester 6:**

- Glocalization Local Networks and Clusters for Global Competitiveness, 7.5 cr, G2F (mandatory) #,

The course addresses networks and business development from both a local and global perspective. Thematic assignments include exploration of business networks and opportunities from both a local and global perspective. The course is offered in English.

- Extended Research Methodology, 7.5 cr, G2F (mandatory),

The course introduces fundamental issues and perspectives in the research process by focusing on methodology and scientific theory.

- Enterprising and Business Development, Degree Project (Bachelor), 15 cr, G2E (mandatory),

Students complete a degree project that includes independently choosing a relevant subject, as well as writing, conducting a seminar about and presenting a scientific report.

Some of the courses on the programme are studied together with students from other programmes and single subject courses, and may be taught in another order.

Enterprising & Business Development consists of 180 credits divided according to the following:

Business Administration, 105 credits (main field of study)

Informatics, 13.5 credits

Economics, 15 credits

Legal Science, 30 credits

Social Psychology, 16.5 credits

# The course is offered in English.

A Bachelor's programme of 180 credits must, in accordance with the Higher Education Ordinance, contain at least 90 credits of specialised study in the main field, of which a degree project of at least 15 credits. At least 30 credits should comprise courses outside the main field of study in accordance with the local rules (Ref. no. 2014/442–1.1). Courses previously given within the same programme code, EGEED, can also be included in the programme degree and thus replace courses with equivalent content.

#### *Societal relevance*

The educational programme is conducted in close cooperation with companies out in the business community. Applied elements, where students will apply the knowledge acquired concerning real problems derived from the partner companies, is included.

#### *Internationalization*

The students are encouraged to spend the fifth term of their educational programme at a university abroad. The students will be offered the opportunity to make use of the collective offerings made possible with the exchange agreements Linnaeus University has entered into with foreign educational institutions. The programme prepares the student for professional activities in a global labour market. Internationalisation is therefore a self-evident integral part of the programme. A large part of the course literature is written in English, written by authors outside of Sweden.

#### *Scope of Programme*

An integrated diversity perspective is a central feature of the programme, and an understanding of diversity issues is a vital tool for understanding and working with business development in the business community of today and tomorrow. The various themes revolving around diversity are dealt with based on current literature, seminars and lectures. Diversity includes perspectives concerning a number of issues, such as gender, integration and long-term sustainability in the workplace and the business community in general. Special attention will be given to the reproductive dimension of the existing notions of structural inequality. Social, ethnic and cultural diversity are central criteria for a good quality of the EBD programme. There is an openness here for students with varying backgrounds, and an open and exchange of ideas and perceptions is of crucial importance for the students' development and personal growth.

### Quality Development

Continuous evaluation and improvement of the Programme takes place, among other things, through the University's course evaluations, where the results are handled by the programme coordinator and programme council and feedback is then provided to students and archived. Programme students actively participate in the follow-up and development of the programme through the programme council and through student representatives in the faculty-wide Education Committee. All programmes of the School of Business and Economics also undergo a quality analysis based on the standards of the Association to Advance Collegiate Schools of Business (AACSB), and quality evaluations are conducted for all main subjects through the national quality assurance system with the help of UKÄ (Swedish Higher Education Authority). The School of Business and Economics' faculty-wide quality plan requires, among other things, that a recurrent programme analysis is conducted and that course evaluations are monitored. As part of the annual university-wide survey, the Linnaeus Barometer, all final-year students are asked about their experiences of their education in terms of different quality aspects.

### Degree Certificate

After completing programme studies, corresponding to the requirements expressed in the Higher Education Ordinance as well as Linnaeus University degree order, the student may apply for a degree. Those who have completed the programme *Enterprising & Business Development* may obtain the following degree:

*Bachelor of Science with specialization in Enterprising & Business Development  
(Main field of study: Business Administration)*

The degree certificate is bilingual (Swedish/English). The Degree Certificate is accompanied by a Diploma Supplement (English).

### **Other Information**

In order to be admitted to the courses on the programme, the specific entry requirements stated in each course syllabus must be fulfilled by the start of the course.

The programme may include excursions which may cause additional costs for the participants.