



## Programme syllabus

School of Business and Economics

Enterprising & Business Development, 180 högskolepoäng

Enterprising & Business Development Programme, 180 credits

### **Level**

First Level

### **Date of Ratification**

Approved by School of Business and Economics 2019-12-12

Revised 2021-12-15

The programme syllabus is valid from autumn semester 2022

### **Prerequisites**

General entry requirements + English 6, Mathematics 2a alt. Mathematics 2b alt. Mathematics 2c and Civics 1b alt. Civics 1a1 +1a2.

## Description of Programme

The Enterprising and Business Development Programme aims to provide students with the knowledge, skills, and understanding required to work independently with business and organisational development. The programme provides a qualified basis for work in business, public administration or other organisations, both nationally and internationally. Upon completing their education, the students should be able to identify potential development areas, and initiate and drive change processes in order to develop businesses and organisations. The programme prepares students for a career as self-employed entrepreneurs, and for taking on professional roles such as business developer, organisational developer, and project manager in both large and small organisations in all sectors of society.

## 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 in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialized study in some aspect of the field as well as awareness of current research issues.

### **Competence and Skills**

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*

- analyse and apply concepts and theories in entrepreneurship;
- identify, formulate and plan development projects in relation to the surrounding 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 Degree Programme is offered by the School of Business and Economics.

The Programme Coordinator heads the degree program and carries out an overall responsibility for the programme related matters. She/he is responsible for organizing the programme, the curriculum development and for building strong relations with faculty members within the degree programme, the students and The Program Council. Thus, through interaction with representatives of the business community and other stakeholders of interest, for the continuous dialog with a prospective job market.

#### *Programme Overview*

The Enterprising & Business Development (EBD) bachelor's programme comprises 180 credits. Swedish is the primary language of instruction, but some courses, lectures and literature are in English.

In addition to the main subject area of business administration, the programme encompasses courses in economics and law. The first year focuses on business and organisational development. The introductory course aims to provide an overall understanding of the business processes. During the second course, the knowledge is deepened by analysing business processes from a change and development perspective.

The second year of the programme starts with a course that deals with operation and management of businesses. The following course deepens previously gained knowledge

by incorporating a sustainability perspective, highlighting the requirements for change and renewal as regards the operation and management of a business.

In the third year, students deepen their knowledge in business development by focusing on knowledge and skills required to develop their own business and project ideas.

During this year, the students are offered the opportunity to engage in the Study Abroad at partner universities that School of Business and Economics collaborate with. The final semester in the programme starts with a course, which provides insight into contemporary research within the field of entrepreneurship as well as into other fields of relevance to the studies. This course facilitates transition to the final courses in scientific method and thesis project work, culminating in a bachelor's thesis in Enterprising and Business Development.

Mandatory courses within the programme can, in agreement with the coordinator, be exchanged. The programme coordinator will then be responsible for assessing whether the central degree objectives still can be met, despite the course exchange. Courses within the programme might be given in English.

### *Programme courses*

#### **Semester 1:**

- Entrepreneurial Processes, 30 cr., G1N (mandatory),

The course deals with the concept of business processes. The students are introduced to the subject areas of relevance to the programme, and they learn how to apply their knowledge in relation to an organisation in the surrounding community.

#### **Semester 2:**

- Business Development, 30 cr., G1F (mandatory),

The course focuses on organisational and business development with respect to the resources and conditions of an organisation within its given environment. Students identify, plan and carry out a project that aims to advance the business development of an organisation in the surrounding community.

#### **Semester 3:**

- Running an Established Business, 30 cr., G1F (mandatory),

The course focuses on the operation and management of organisations.

#### **Semester 4:**

- Sustainable Management and Change, 30 cr., G2F (mandatory),

The course deals with sustainable management and change within organisations. Thematic assignments link real-world changes (such as the pursuit of sustainability) to the management and renewal of organisations. The semester includes a student-driven project, related to the theme of the semester.

#### **Semester 5:**

- Enterprising and Business Development, 30 cr., G2F

The course focuses on business development and market potential within a business. Through thematic assignments, the course content is linked to various student-driven projects.

Alternatively,

- Studies Abroad, 30 cr.

This semester's studies can be conducted abroad. The selected courses must be of relevance to the programme as have to be approved by the Programme Coordinator. The prerequisites for the courses as well as the local rules for the degree requirements at Linnaeus University must always be fulfilled.

### **Semester 6:**

- Research Review and Application, 7.5 cr., G2F (mandatory),

The course deals with contemporary research issues within the field of entrepreneurship and other relevant subject areas. In thematic assignments, the students review and summarise relevant research literature.

- Advanced Method, 7.5 cr., G2F (mandatory),

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

- Enterprising and Business Development, Degree Project (Bachelor's Level), 15 cr., G2E (mandatory),

During the course, the students complete a thesis project that involves independently choosing a relevant subject, writing a scientific report and presenting their research in the seminar.

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

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

Business Administration, 142.5 credits (main field of study)

Economics, 15 credits

Legal Science, 22.5 credits

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. For additional information, see the local system of qualifications. Courses previously given within the same programme code, EGENT, can also be included in the programme degree and thus replace courses with equivalent content.

### *Societal Relevance*

The studies are conducted in relation to companies and organisations in the surrounding

community. The programme includes practical elements in which students will apply acquired knowledge to real-world problems identified in the surrounding community.

#### *Internationalization*

The students are encouraged to spend their fifth semester at a foreign university. The students are offered exchange opportunities within the frame of the collaborative agreements within the scope of established partnerships by Linnaeus University. The degree program features course literature by foreign authors in English.

#### *Scope of Programme*

An integrated diversity perspective is a central feature of the programme, and an understanding of diversity issues is a key tool for understanding and working with business development in the business community of today and tomorrow. Themes related to diversity are dealt with through relevant literature, seminars and lectures. Diversity includes perspectives on a number of issues related to gender, integration and long-term sustainability in employment and business.

Students from various backgrounds are welcome as open exchange of ideas and perspectives is crucial for students' development.

### 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 university-wide survey, the Linnaeus Barometer, 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 degree order 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*)

Filosofie kandidatexamen med inriktning mot *Enterprising & Business Development*  
(Huvudområde: *Företagsekonomi*)

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

### Other Information

Participation in the courses within the programme requires that the specific eligibility requirements set out in the curricula have been fulfilled prior to the start of the course.

In courses where English is the language of instruction, examinations will also be given in English.

Should deviations be found between the Swedish and English version of this programmesyllabus, the Swedish one is superior.