



## Programme syllabus

Faculty of Arts and Humanities

Medieentreprenörprogrammet, 180 högskolepoäng

Media and Entrepreneurship Programme, 180 credits

### Level

First cycle

### Date of Ratification

Approved 2014-12-15.

Revised 2025-06-11.

The programme syllabus is valid from autumn semester 2026.

### Prerequisites

General entry requirements and English B, Civics A, Mathematics B or Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c.

Or:

English level 2, Social studies level 1b or Social studies level 1a1+1a2, Mathematics level 2a or Mathematics level 2b or Mathematics 2

## Description of Programme

In the Media and Entrepreneurship Programme, media and communication studies, media production, and business administration are combined with a specialisation in entrepreneurship. The aim of the programme is partly to provide a theoretical understanding of communication models and media development, and partly to educate students in entrepreneurial and sustainable forms of leadership or creative practice, with a focus on transformation, development and innovation in the media and communication sector.

The programme focuses on theoretical knowledge and professionally oriented skills at both strategic and creative levels in communication and media production. It prepares students for taking on creative, strategic or leadership roles in journalism, publishing, advertising, the cultural sector, media production, and marketing – both nationally and globally.

After graduation, students may go on to work as, for example: project managers,

production finance coordinators, media producers, managers, cultural curators, media sales professionals, media consultants, media strategists, media planners, media analysts, entrepreneurs, social media managers or communication officers.

A central theme in the programme is media ethics. The programme explores and underscores the particular responsibility borne by an industry with significant influence over public opinion and societal norms relating to democracy, equality, global values and sustainable development. Ethics is addressed from both research and professional perspectives.

The programme also prepares students for advanced studies at master's level.

The programme is taught in English and open to both national and international applicants.

## Objectives

### **Central qualitative targets according to the Higher Education Ordinance**

#### ***Knowledge and understanding***

For a Degree of Bachelor the student shall

- 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, specialised study in some aspect of the field as well as awareness of current research issues.

#### ***Competence and skills***

For a Degree of Bachelor the student shall

- demonstrate the ability to search for, collect, evaluate and critically interpret relevant information about a problem and critically discuss phenomena, problems and situations,
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames,
- demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences, and
- demonstrate the skills required to work autonomously in the main field of study.

#### ***Judgement and approach***

For a Degree of Bachelor the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues,
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the need for further knowledge and ongoing learning.

### **Programme-specific objective**

After completing the degree, the student should be able to:

- demonstrate the ability to identify and create the conditions needed to implement media- and communication-related projects and change processes, using an entrepreneurial approach within a given framework.

## Content

The programme is led by a programme coordinator who is responsible for quality assurance, development and coordination of the programme. A programme council is responsible for the long-term and strategic development of the programme.

### ***Programme Overview***

Year 1: Media Production (MP), 30 credits and Media and Communication Studies (MCS), 1–30 credits

Year 2: Media and Communication Studies (MCS), 31–60 credits and Business Administration (BA), 30 credits

Year 3: Business Administration – Entrepreneurship, (BA) 15 credits and optional courses (MCS or MP or other) 15 credits and Media and Communication Studies, 61–90 credits

In semester five students have the opportunity to study abroad.

### ***Courses in the programme***

Year 1

*Innovation culture – concept, text and presentation, 7.5 hp, MP, G1N.*

The course explores creative environments, the development of linguistic concepts, professional text production and presentation techniques supported by media production.

*Photography and digital publishing, 7.5 credits, MP, G1N.*

The course provides fundamental professional knowledge and skills in photography, image editing and digital publishing platforms. It introduces copyright legislation and professional ethics.

*Video and Audio - Design and Narrate, 7.5 credits, MP, G1N.*

The course provides introductory knowledge and skills related to scriptwriting and audiovisual production tools.

*Project Production and Media Concept Development, 7.5 credits, MP, G1N.*

The course introduces project management and develops skills in producing media in a project-based format. Particular focus is placed on development projects, group and leadership dynamics, and resource management in projects.

*Introduction to Media and Communication Studies, 15 credits, MCS, G1N.\\**

The course introduces the development of media and communication studies, commonly researched areas, key theories and models, as well as scientific reasoning.

*Creativity, Innovation and Change, 7.5 credits, MCS, G1N.\\**

The course discusses creativity and innovation in the context of media development.

*Publishing – Genres and Contexts in a Changing Media Ecology, 7.5 credits, MCS, G1N.\\**

The course explores publishing practices in a changing media landscape. Traditional genres and media contexts are discussed and challenged.

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## Year 2

*Quantitative Media Analysis and Report – Methods, 7.5 credits, MCS, GIN.\\**

The course introduces quantitative research methods and academic report writing, as well as how quantitative methods can be applied from an industry perspective.

*Big Data and Audience Studies, 7.5 credits, MCS, GIN.\\**

The course covers the theories of audience research, as well as methods and tools for investigating and understanding media consumption patterns, value creation in relation to media, and audience mobility.

*Strategic Communication for Change, 7.5 credits, MCS, GIN.\\**

The course explores communication and communication planning as strategic tools for managing change, day-to-day operations and crisis response. Both internal and external perspectives are examined.

*Media Management, 7.5 credits, MCS, GIN.\\**

The course examines the media as a business concept and a commercial product, as well as management-oriented strategies and approaches to the legal, economic, technical and distributional conditions that influence the media. Emphasis is placed on the societal role and impact of the media, which is linked to the ethical and sustainability-related responsibilities that should guide media entrepreneurship.

*Business Administration I - Organisation and Leadership, 7.5 credits, BA, GIN.*

The course provides a broad theoretical understanding of various perspectives on and aspects of organisation and leadership. Both classic and more recent contributions to research shape the course, along with a particular focus on gender issues. The theoretical foundation is intended to provide knowledge and a basis for identifying and understanding organisational problems in practice.

*Business Administration I - Marketing Foundations, 7.5 credits, BA, GIN.*

The course focuses on the fundamentals of marketing goods and services and includes elements of marketing law, sustainability, aspects of social responsibility, and the presentation of marketing activities.

*Business Administration I - Management Control and Cost Accounting, 7.5 credits, BA, GIN.*

The course covers basic budgeting and accounting systems and their role in businesses and organisations in relation to planning and operational control. Students gain fundamental knowledge of financial accounting and budgeting, including principles, practices and legislation. They also have the opportunity to use computer-based tools in accounting.

*Business Administration I - Fundamentals of Finance, 7.5 credits, BA, GIN.*

The course covers basic management accounting and its role in businesses and organisations. Students learn to apply fundamental knowledge of basic product and investment calculations, carry out simple analyses of standard cost variances, and use computer-based tools in costing.

## Year 3

Entrepreneurship, specialisation media, 15 credits, BA, G1F.

Placement, 15 credits, MP, G1F/Internship, 15 credits, MCS, G1F

*or*

Optional courses, 15 credits

Qualitative methodology in media and communication studies, 7.5 credits, MCS, G2F.\*

Theory in media and communication studies, 7.5 credits, MCS, G2F.\*

Degree project, 15 credits, MCS, G2E.\*

The courses may be offered in a different order.

\Courses within the main area.\*

### ***Societal relevance***

In the fifth semester, students have the opportunity to undertake a 10-week placement (15 credits), either in Sweden or abroad.

The programme maintains close ties with industry, public authorities and various organisations, in part through an advisory board with representatives from the media sector. The board has a consultative role in ensuring that the programme aligns with current industry challenges.

Studies and placements outside the programme's home location are optional, and students cover their own travel costs. Placements are selected in consultation with the programme coordinator.

### ***Internationalisation***

During the fifth semester, students have the opportunity to study abroad at one of the partner universities available for exchange through Linnaeus University. During an exchange, students must take 30 credits' worth of first-cycle courses relevant to the programme. Courses are chosen in consultation with the programme coordinator. Those who opt for a placement in semester 5 have the opportunity to do it abroad.

During the sixth semester, students may carry out fieldwork abroad in connection with their degree project (maximum 10 weeks). This must be approved well in advance by the course coordinator. Grants may be available for one or more of these international opportunities.

The course syllabuses have a clear focus on international research in both reading lists and content.

### ***Sustainable societal development***

The programme integrates the perspectives of ethics, sustainable development, gender, diversity, change and internationalisation.

The programme addresses the democratic, economic, cultural and social dimensions of sustainability. The media are discussed both as an industry and as a force of influence in sustainability issues. Particular focus is placed on leadership responsibility within the media sector.

**Equal opportunities:** The diversity perspective runs throughout the entire programme. At Linnaeus University, equal opportunities encompass diversity, equality, equal treatment and accessibility. Teaching actively works against discrimination and highlights the tendency of mediated communication to stereotype, reinforce prejudice and perpetuate unequal representation.

**Entrepreneurial mindset:** The programme gives students opportunities to reflect on entrepreneurial approaches. This includes developing creativity, the ability to

collaborate and take initiative, flexibility, leadership, responsibility, and an understanding of how media and communication function, along with technical and social skills.

Concrete examples of how the various perspectives are addressed are provided in each course syllabus.

## Quality Development

The Faculty of Arts and Humanities has a quality assurance system for the monitoring and development of its degree programmes. An education board prepares programme syllabuses and other matters relating to quality assurance, such as degree-awarding powers and programme offerings, before decisions are made by the faculty board. Revised and new course syllabuses are reviewed by the relevant syllabus committee before being formally approved by the head of department or the dean.

A review of the programme offerings is carried out regularly as part of the faculty's systematic quality assurance work.

## Degree

After completing their studies in accordance with the requirements stated in the System of Qualifications in the Higher Education Ordinance and in Linnaeus University's local System of Qualifications, the student is eligible for a degree. Students who have completed the Media and Entrepreneurship Programme, 180 credits, may be awarded the following degree:

Degree of Bachelor of Science with Specialisation in Media Entrepreneurship

*Main Field of Study: Media and Communication*

Filosofie kandidatexamen med inriktning mot medieentreprenörskap

*Huvudområde: Medie- och kommunikationsvetenskap*

The degree certificate is issued in two languages (Swedish and English). A Diploma Supplement in English is enclosed with the degree certificate.

## Other Information

In the event of any discrepancies between the Swedish and English versions of this programme syllabus, the Swedish version will take precedence.