



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 2024-09-12.

The programme syllabus is valid from autumn semester 2025.

Prerequisites

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

Description of Programme

The Media and Entrepreneurship Programme combines the subjects of media and communication studies, media production and business administration with the joint subject entrepreneurship. The aim of the programme is partly to build a theoretical understanding of communication models and media development, and partly to educate the students in entrepreneurial and sustainable leadership or design with a specialisation in change, development and innovation within the media and communication sector.

The programme focuses on theoretical knowledge and profession-based skills at strategic and design level within communication and media production. The programme prepares the students to be able to act, for instance, as configurative, strategic or leading positions within publication, the commercial industry, the cultural sector, media production and marketing within a national as well as global media market.

After obtaining the degree, the students can work as, among others: project manager, production economist, media producer, manager, curator within the cultural sector, media salesperson, media consultant, media strategist, media planner, media analyst, business owner or manager in social media, and communicator.

A pervasive theme is media ethics. The programme highlights the specific responsibility of such an industry which has great influence on public opinion and societal norms regarding democracy, equality, global values and sustainable development. Ethics are highlighted from both research ethical and work ethical perspectives.

The program also prepares for further studies at the advanced level.

The program is given in English and is open for national and international students.

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 find and create the conditions to conduct projects related to media and communication and change with an entrepreneurial approach within given timeframes.

Content

The programme has a coordinator responsible for quality assurance, development and coordination. The Programme Council is responsible for the long-term, 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 the fifth semester students have the opportunity to study abroad.

Courses in the programme

Year 1

Innovation Culture – Concepts, Text and Presentation, 7.5 credits, MP, GIN

The course explores creative environments, development of rhetorical concepts, professional text production and presentation techniques with the support of media production.

Photography and Digital Publishing, 7.5 credits, MP, GIN

The course provides basic professional competence and skills within photography, image editing and digital publication platforms. The course introduces copyright law and work ethics.

Video and Audio – Design and Narrate, 7.5 credits, MP, GIN

The course provides competence and abilities at a basic level in script production and audiovisual production tools such as video photo, lighting and sound and picture editing.

Project Production and Media Concept Development, 7.5 credits, MP, GIN

The course introduces project management and develops skills in media production in the project form. It focuses on development projects, group and leadership, as well as resource management in projects.

*Introduction to Media and Communication Studies, 15 credits, MCS, GIN**

The course introduces development of the MCS subject, commonly occurring research areas, central theories and models, and scientific thinking.

*Creativity, Innovation and Change, 7.5 credits, MCS, GIN**

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

*Publishing – Genres and Context in a Changing Media Ecology, 7.5 credits, MCS, GIN**

The course explores publication in a changing media landscape. Traditional genres and

media contexts are discussed and challenged.

Year 2

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

The course introduces quantitative research methods and academic report writing, and how quantitative methods can be used from industry related perspectives.

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

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

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

The course covers communication and communication planning as instruments of control for change, daily administration and crisis management. Both internal and external perspectives are studied.

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

The course studies the media as a business idea and commodity, as well as management-oriented strategies and approaches to legal, financial, technical and distributary conditions which affect the media. Emphasis is given to the societal role and influence of the media, which is connected to the demands of both media ethics and sustainability that we should therefore bear with us when managing media.

Business Administration I – Organisation and Leadership, 7.5 credits, BA, GIN

The course covers organization and leadership theories from the perspectives of work and motivation, social structures, surrounding environment and power, gender and diversity, and change and learning.

Business Administration I – Marketing, 7.5 credits, BA, GIN

The course studies marketing and its conditions as well as measures from the perspectives of relationship building, networking and projection of marketing.

Business Administration I – Financial Accounting and Budgeting, 7.5 credits, BA, GIN

The course provides an introduction to basic financial terminology and connections, the functions and purposes of financial management, results planning, the bases and process of budgeting, *Key Performance Indicator* analysis, and current recording and results and balance sheets.

Business Administration I – Cost Accounting, 7.5 credits, BA, GIN

The course introduces product calculation from the perspectives of decision bases and financial management, capital budget, standard costs, internal pricing and basics of management accounting.

Year 3

Entrepreneurship, Specialisation Media, 15 credits, BA, GIF

The course studies entrepreneurship from the perspectives of the individual, the process and the possibilities, the term innovation and the need for innovation. Entrepreneurial finances and business intelligence are covered, as well as administration development and business models. Project planning and the sustainability of entrepreneurship is discussed in the context of norm, power, responsibility and ethics.

Internship, 15 credits, MP, GIF/Internship, 15 credits, MCS, GIF

Placement courses in which students can choose a position specialising in either production or in communication strategy.

alternatively

Optional courses, 15 credits

The student chooses independent courses freely with which to complement or specialise the degree.

alternatively

Exchange studies, 15 credits

Courses are selected in consultation with the programme/subject coordinator.

*Qualitative Methodology in Media and Communication Studies, 7.5 credits, MCS, G2F**

The course covers qualitative research methods and how these can be used in research in the MCS subject. The course is an addition to previously acquired knowledge of quantitative methods of analysis.

*Media and Communication Scientific Theory, 7.5 credits, MCS, G2F**

The course provides specialisation within the MCS subject's theoretical framework and scientific tradition. The student is given the opportunity to independently choose a theory field to study closely in order to pave one's own way to the upcoming degree project.

*Degree Project, 15 credits, MCS, G2E**

The course consists of a degree project at Bachelor level based on an independent study within the MCS subject. The project is presented in the form of written report with pertaining seminars.

The courses may be offered in a different order.

**Courses within the main field of study.*

Societal relevance

During the fifth term, the students are given the opportunity to go through 10 weeks of internship (15 credits), in Sweden or abroad.

The programme is in close contact with the industry, agencies and organisations, for example through a programme council with representatives from the industry. The council has an advisory role to ensure that the programme matches the challenges of the market in the best possible way.

Studies and internship outside of the study location are optional and students are responsible for the cost of travel. The internship positions are chosen in consultation with the programme co-ordinator.

Internationalisation

During the fifth semester the student is given the opportunity to study abroad at one of the universities with which Linnaeus University has agreements. If the student studies abroad, the courses should be equivalent to the content of the programme in terms of the main field of study and level. Courses are chosen in consultation with the programme co-ordinator.

Sustainable development

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

The programme brings up democratic, financial, cultural and social aspects of sustainability. The media are discussed both as an industry and as a source of influence in questions of sustainability. Particular focus is given to the responsibility for leadership within the media sector.

Equal conditions The perspective of diversity is central throughout the entire programme. At Linnaeus University, equal conditions entail diversity, equality, equal treatment and accessibility. Teaching actively counteracts discrimination and exposes the mediated communication's tendency to stereotype, maintain prejudice and unequal representation.

Entrepreneurial approach In the programme, the students are given opportunities to reflect on entrepreneurial approaches. This means developing creativity, ability to collaborate and take initiative, flexibility, leadership, responsibility as well as understanding of how media and communication works, and technical and social competence.

Concrete examples as to how the different perspectives are approached are presented in each respective course syllabus.

The course syllabi have a clear focus on international research in course literature and content.

Quality Development

The Faculty of Arts and Humanities has a quality system for following up and developing our programmes. An education council prepares programme syllabi and other aspects concerning quality, such as the right to award degrees and the range of programmes offered, before the Faculty Board makes the final decisions. Revised and new syllabi are prepared in Syllabus Committees before the Head of Department or the Dean makes the final decision about approval.

The range of courses and programmes offered is regularly evaluated in accordance with the Faculty's plan for systematic quality work.

Degree

After completing their studies, in accordance with the requirements stated in the Qualification Ordinance in the Higher Education Ordinance and in Linnaeus University's local Qualification Ordinance, the student may apply for a degree. Students who have completed the Media and Entrepreneurship Programme, 180 credits, can obtain 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.

