

Programme Syllabus

Entrepreneurial Business 120 Credits

Entreprenöriellt företagande 120 högskolepoäng

1. Objectives of the Educational Programme

1.1 Objectives, as Specified in the Higher Education Act (1992:1434), Chapter 1, section 8:

1.2 Degree Objectives, as Specified in the Higher Education Ordinance (1993:100), appendix 2:

1.3 Objectives of the Programme

Objectives and Aim of the Program

Knowledge and Understanding

After completing the program, students should be able to

- demonstrate knowledge and understanding of basic entrepreneurship concepts and theoretical basis, and demonstrate knowledge of the methods that are applicable in entrepreneurship research
- demonstrate knowledge of entrepreneurship as a social phenomenon, and demonstrate knowledge and understanding of the importance of entrepreneurship for socio-economic development
- demonstrate knowledge of entrepreneurship as an expression of human creativity and innovation
- demonstrate knowledge of the small business marketing, financial management, organization and accounting

Skills and Abilities

After completing the program, students must demonstrate an

- ability to analyze and identify the drivers and barriers to entrepreneurship in the community
- ability to make relevant assessments in the areas of the small business marketing, organization and financial management regarding the company's future
- ability to search, collect and critically interpret relevant research to formulate responses to well defined issues in entrepreneurship and innovation technologies
- ability to present and discuss their expertise in dialogue with different groups

Judgments and Approach

After completing the program, students should be able to

- demonstrate knowledge and have the ability to manage relevant ethical issues in entrepreneurship and innovation technologies

2. Main Structure of the Programme

Entrepreneurial management is a two-year online program. Characteristic of the program is that the education continuously keeps parallel focus on science and action. During the first year, the scientific basis for entrepreneurship is added as a phenomenon as well as the company's activities and conditions. The second year is characterized by putting the knowledge in a larger context. A part of this process is to translate the knowledge from the first year into practical action. The program concludes with an in-depth study of an entrepreneurship topic.

The program starts with the introduction course The terms and conditions of entrepreneurship. The purpose of this course is to give the students a basic understanding of the role of entrepreneurship in society. During the first year, the basic block in business administration is highlighted, where marketing, management and organization, financial control and accounting are included. It also provides a basic course in project work and the basics of scientific method.

The first part of the second-year deals with the practical part of the program. This is done, among other things by developing a business plan, where all previous courses are woven together, in parallel with sales and negotiation. The final part of the program is deepened in the theoretical framework of entrepreneurship, and the students write a thesis as a final part.

3. Courses of the Programme

4. Degree Awarded

5. Entry Requirements

General entry requirements

Approved:

Approved by the University Faculty Board 12 March 2024

Valid from Autumn semester 2024