



## COURSE SYLLABUS

# Business Planning and Entrepreneurship, 7.5 credits

*Affärsplanering och entreprenörskap, 7,5 högskolepoäng*

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<b>Course Code:</b> TBPG19	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Dean Dec 4, 2018	<b>Disciplinary domain:</b> Social sciences (75%) and technology (25%)
<b>Valid From:</b> Jan 1, 2019	<b>Subject group:</b> IE1
<b>Version:</b> 1	<b>Specialised in:</b> G1N
	<b>Main field of study:</b> Industrial Engineering and Management

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### Intended Learning Outcomes (ILO)

After completing the course, the student shall

Knowledge and understanding

- demonstrate comprehension of basic concepts and principles in business planning, entrepreneurship, international business, marketing and sustainable development
- display knowledge of how different ideas can be developed into a business, and understand the various factors that influence the process of starting new businesses
- display knowledge of the role of the business plan for gaining venture capital
- demonstrate comprehension of the role of entrepreneurship at several different and connected levels; the individual, the organizational and the societal

Skills and abilities

- demonstrate the ability to establish basic business calculations
- demonstrate the ability to develop and present a business idea and business plan, considering issues such as sustainability and internationalization, both individually and as part of an entrepreneurial project team
- demonstrate the ability to develop important entrepreneurial abilities such as sense of responsibility, entrepreneurial drive, problem-solving and communication skills, creativity, selfinitiative and teamwork

Judgement and approach

- demonstrate the ability to evaluate basic business calculations
- demonstrate an understanding of the meaning of international business and sustainable development, and their consequences and opportunities when developing a new business.

### Contents

The course provides basic knowledge in business planning, entrepreneurship and marketing.

The course includes the following elements:

*Entrepreneurship*

- Entrepreneurship as theoretical concept
- Entrepreneurship as part of society
- Entrepreneurial processes, philosophy and activities
- Links to adjacent concepts: innovation, progress and creativity

*Business Planning*

- The role of business planning in a company
- Business establishment process
- Development of a business plan
- Creating vision, mission and business idea
- Product, investment, and profitability calculation
- Different perspectives on entrepreneurship in new and established companies
- Sustainable development
- International business

**Type of instruction**

Instruction consists of lectures, seminars and group project assignments.

The teaching is conducted in English.

**Prerequisites**

General entry requirements and Mathematics 2a or 2b or 2c and English 6. Or: Mathematics B and English B in the Swedish upper secondary school system or international equivalent

**Examination and grades**

The course is graded 5,4,3 or Fail.

The final grade for the course is based upon a balanced set of the assessments Examination and Project. The final grade will only be issued after satisfactory completion of all assessment.

Registration of examination:

Name of the Test	Value	Grading
Examination	2 credits	5/4/3/U
Project	3.5 credits	5/4/3/U
Seminars and Assignments	2 credits	U/G

**Course literature**

The literature list for the course will be provided one month before the course starts.

Barringer et al, Entrepreneurship – successfully launching new ventures, 6th edition  
ISBN: 97 81 29 22 55 33 0