



## Course syllabus

Faculty Board of Health, Social Work and Behavioural Sciences  
School of Education, Psychology and Sports Science

2IV315 Entreprenörskap och organisationsutveckling inom idrotts-  
och hälsoorganisationer, 15 högskolepoäng

Entrepreneurship and Organization Development in Sport and Health  
Organizations, 15 credits

### **Main field of study**

Sport Science

### **Subject Group**

Other Subjects within Economy and Administration

### **Level of classification**

First Level

### **Progression**

G2F

### **Date of Ratification**

Approved by the Board of the School of Education, Psychology and Sports Science  
2009-12-14

Revised 2012-08-31. Revision of goals.

The course syllabus is valid from autumn semester 2012

### **Prerequisites**

NO VALUE DEFINED

## Objectives

The objectives of the course are to deepen students' knowledge of the leading and development of sport and health organisations through a special emphasis on entrepreneurship and organisational development.

On completion of the course, students should be able to

- produce a strategic development plan for an organization related to sports and health

## Content

The course deals with the following content area:

- carrying out advanced strategic situation analysis
- business development and entrepreneurship with specialisation in value creation organisation, within the experience industry, among other things
- implementation and evaluation of strategies from different perspectives

- specialised subject studies from chosen organisation.

### Type of Instruction

Teaching is in the form of lectures, seminars, study visits and literature studies. Attendance at lessons is obligatory unless otherwise agreed upon with the examiner.

### Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

### Course Evaluation

Course evaluations are carried out and are compiled in writing and fed back to the students. The compilation is presented to relevant institutional bodies and the programme council. The compilation is filed at the responsible institution.

### Other

Possible additional fees regarding assignments and such shall be paid by the student.

### Required Reading and Additional Study Material

Armstrong, Gary & Kotler, Philip. (2009) *Marketing – An Introduction*. Pearson Education Ltd. 100 s. ISBN13:9780273713951  
(Denna bok har använts på tidigare kurser)

Ekberg, Stefan. (2011) *Rivstart. Hur du startar och får fart på ett eget företag*. Bokförlaget Redaktionen i Sthlm. 316 s. ISBN13:9789197452434

Forslund, Magnus. (2012) *Ledning av idrottsföreningar. Berättelser från gräsrotsnivå*. Liber. 232 s.

Forslund, Magnus. (2011) *Organisering och ledning*. Norstedts. 510 s. ISBN13:9789113036779 (Denna bok har använts på tidigare kurser).

Torekull, Bertil. (2007) *Historien om IKEA. Ingvar Kamprad berättar för Bertil Torekull*. Wahlström & Widstrand. (Pocket). 351 s. ISBN13:9789172322486

Artiklar enligt separat artikellista. Dessa är tillgängliga via biblioteket. Se läsanvisningar. C.a 200 s.

Studenterna väljer fördjupningslitteratur i samråd med lärare.