



LUND
UNIVERSITY

School of Economics and Management

BUSN18, Business Administration: Re-Imagining Capitalism, 7.5 credits

Företagsekonomi: Re-Imagining Capitalism, 7,5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2018-11-15 to be valid from 2018-12-01, autumn semester 2019.

General Information

The course builds on theories and concepts acquired at previous studies at the undergraduate level in topics related to business administration, entrepreneurship and innovation. It also builds on, and further nuances, theories and concepts students acquire during the master programs on international strategic management and on entrepreneurship.

Language of instruction: English

Main field of studies

Business Administration

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

A passing grade on the course will be awarded to students who:

Knowledge and understanding

- demonstrate knowledge and understanding of the basic tenets of the various international and global efforts to reimagine capitalism.
- demonstrate an ability to identify relevant initiatives aiming to re-imagine capitalism and independently develop an analysis that discusses these initiatives' challenges and potential

Competence and skills

- demonstrate an ability to apply the entrepreneurship and strategic management theories seen in the course to the challenges of today's economy and discuss their limitations and potential expansions
- demonstrate an understanding of how cultural contextual factors inform the organizational form and practices of initiatives aiming to re-imagine capitalism.
- demonstrate an understanding of the various stakeholders to the challenges addressed by initiatives aiming to re-imagine capitalism, and assess what threats and opportunities these stakeholders present for such initiatives.

Judgement and approach

- demonstrate an ability to assess the social, cultural and economic potentials and shortcomings of the various organizational efforts to re-imagine capitalism
- demonstrate an understanding of the boundaries of the current capitalist system and of the opportunities and limitations for change agents to impact it.

Course content

Growing inequality, catastrophic environmental damage, and a general mistrust in capitalism as a system currently hampers the legitimacy of companies and puts pressure on political systems worldwide. This course looks at various attempts to "reimagine capitalism." It explores organizational efforts to address big societal problems and asks in particular how the private and the civil society sectors can contribute to developing more just and equal societies.

In the aftermath of one of the worst financial, economic and social crisis in post-war history, the discussion on the form taken by today's global capitalism has intensified. As a response to big societal problems, many individuals, communities and organizations around the globe are suggesting new business models and experimenting with novel governance structures. This course aims at exploring past and present efforts to re-imagine capitalism.

This course is designed for students who want to explore the idea that some of the "big" societal problems can be effectively addressed by private firms, entrepreneurs and social activists. Students will be exposed to the business realities that come with "re-imagining capitalism" and will discuss obstacles and context factors for their practical implementation. Based on case study discussions of real organizations, students will learn the values, logics, strategies and practices used in current organizational efforts to ameliorate our economies and societies. As the course takes both the industry and socio-political context into account, students will also learn about the practical challenges met and the organizational possibilities opened by these novel businesses models.

The course combines discussions on theoretical perspectives from various disciplines with practical discussion of real-life cases. In this doing, we will discuss notions such as Conscious Capitalism, Social Entrepreneurship, Gift and Sharing Economies, Community Economies, Universal Basic Income or the Circular economy.

Course design

The course uses a variety of pedagogical methods ranging from traditional lectures to student debates, group work, teaching cases, role plays and games. Students are expected to participate actively in class.

Assessment

Student performance is assessed in a written assignment.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

Grade(Definition) Points or % out of maximum points. Characteristic.

A (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices

in examinations or assessments, includes suspension from the University for a specific period of time.

Entry requirements

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS credits in Business Administration are required. These must include a course in basic Business Administration (e.g. FEKA90 Business Administration: Introductory course in Business Administration).

Further information

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

Subcourses in BUSN18, Business Administration: Re-Imagining Capitalism

Applies from H19

1901 Final written assignment, 7,5 hp
Grading scale: Fail, E, D, C, B, A