

LITTERATURLISTOR HÖSTTERMINEN 2008

Ämne/linje : FÖRETAGSEKONOMI Uppgiftslämnare : Lennart Widmark
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 Internet http://www.usbe.umu.se/svl/litt.html

Ev. ändringar
 efter den 23/5 förs
 in med färgad text

Kursbeteckning	Sidan	Kurskod	Antal	Anmärkningar
(ex A, B, C, D, distans, fördröjd studietakt m.m)				
A, 30hp Företagsekonomi A53. Dagkurs Umeå	2 – 3	2FE010	45	
B, 30hp Företagsekonomi B53. Dagkurs Umeå	4	2FE014	40	
C, 15hp Change and Entrepreneurship in Organizations C	5	2FE138	60	
C, 15hp Redovisning C	6	2FE062	50	
C, 7.5hp Entrepreneurial Financial Management C	7	2FE064	40	
C, 7.5hp Organizational Design C	8	2FE113	35	
D, 15hp Dynamic Business Contexts	9 – 10	2FE041	5	
D, 30hp Entrepreneurship Dynamics and Business Venturing	9 – 11	2FE139	5	
D Master's Program in Entrepreneurship	9 – 11	SAEPM	10	
D Master's Program in Strategic Entrepreneurship	9 – 11	SAESM	5	
D, 15hp Corporate Finance and Investments D	12	2FE106	20	
D, 30hp Financial Management D	12 – 13	2FE108	40	
D Master's Program in Finance	12 – 13	SAFIM	40	
D, 15hp Financial- and Management Accounting D	14	2FE092	20	
D, 30hp Accounting, Auditing and Control D	14 – 15	2FE107	40	
D Master's Program in Accounting	14 – 15	SAACM	40	
D, 15hp Managerial Perspectives on Strategy and People	16 – 17	2FE040	50	Mom1=50, m2=20
D, 30hp Managerial Perspectives on	16 – 18	2FE047	30	
D Master's Program in Management	16 – 18	SAMGM	30	
D, 15hp Consumer Behavior and Consumer Analysis D	19	2FE046	10	
D, 30hp Consumer Behavior, Adv. Market Analysis	19 – 20	2FE045	15	
D Master's Program in Marketing	19 – 20	SAMAM	35	
C, 15hp C-uppsats, 15hp/Kandidatuppsats	21	2FE033	60	
D, 15hp D-uppsats, 15hp/Magisteruppsats	22	2FE036	40	
Idrottsvetenskapliga programmet Företagsekonomi A, (1-15)	2	2FE022	40	
Idrottsvetenskapliga programmet Företagsekonomi A, (16-30)	3	2FE021	20	
Civilekonomprogrammet t 1 Litt, se A53, 30hp	2 – 3	2FE010	120	
Civilek + Int.ekonomprogrammet t 4 o 5 Litt, se B53, 30hp	4	2FE014	Se ovan	Samkörs
Civek + Int.ek progr t 6-8 Litt.och antal stud, se C+D	5 – 22		Se ovan	
Service Management progr. term.1 Företagsekonomi A45 30hp	23	2FE009	45	
Handel och logistikprogrammet (RSCM) termin 1, 30hp	24	2FE011	30	
Handel och logistikprogrammet (RSCM) termin 5 Försäljning, 22.5hp	25	2FE135	20	
International Business Program (IBP) termin 1 Fek A 30hp	26	2FE012	75	varav utbytesstud 15
Entreprenöriell affärsutveckling A, 7.5 hp	27	2FE018	30	
Entreprenörskap och start av nya verksamheter A, 7.5hp	28	2FE016	30	
Projekt: Organisering, ledning och styrning, A, 15hp	29	2FE024	150	Nätuniv 50%
Företagsekonomi AI, 15hp	30	2FE026	130	Nätuniv 50%
Introduktion till företagsekonomi A, 15hp	31	2FE115	80	Nätuniv 50%
Tjänstemarknadsföring A, 7.5hp	32	2FE134	40	Nätuniv 50%
Ekonomistyrning A, 7.5hp	33	2FE132	60	Nätuniv 50%
Entreprenörskap o företaget i samhället A 15hp, Turismprogrammet	34	2FE027	10	
Att göra affärer A, 30hp Företagarprogrammet (Skellefteå)	35	2FE101	30	
Att utveckla en affärsverksamhet, 30hp Ftgprgr. (Skellefteå)	36	2FE142	14	Ny
Marknads- och affärsutveckling av mindre företag 15hp SPA (Ö-vik)	37	2FE094	27	
Global Changes I (Örnsköldsvik)	38	2FE005	5	
Global Changes II (Örnsköldsvik)	39	2FE006	5	

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Det här materialet med ev. uppdateringar under ht finns via: <http://www.usbe.umu.se/svl/litt.html>
 Antal studenter och momentstarttidpunkter: <http://www.usbe.umu.se/svl/littantal.pdf>

Tidsmässig indelning av 7.5-högskolepoängsmoduler (normal studietakt) höstterminen 2008:

Mom 1 v36-40, 1/9-5/10	Mom 2 v41-45, 6/10-4/11	Mom 3 v45-49, 5/11-7/12	Mom 4 v50-03, 8/12-18/1
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Företagsekonomi A53 (2FE010), 30 hp

MOMENT 1 Marknadsföring (7.5 högskolepoäng)

Jobber, David, John Fahy, (2006) *Foundations of Marketing*,
2nd edition, McGraw Hill Education Europe.

Bonnedal, Karl-Johan, Tommy Jensen och Johan Sandström, (2006),
Ekonomi och moral – vägar mot ökat ansvarstagande,
Liber (kap 1-3, utvalda exempel ur kap 4-6, kap 7-8, totalt cirka 200 sidor)

Artiklar:

Edvardsson, Bo, Bo Enquist (2006), Service leaders Values-based service brands: narratives from
IKEA, *Managing Service Quality*, Vol 16, No 3, s230-246

Grönroos, Christian, (1998) Marketing services: The case of a missing product, *Journal of Business
and Industrial Marketing*, vol 13, iss 4-6, s322-338

MOMENT 2 Företagets organisation och ledning (7.5 hp)

Bloisi, Wendy, Curtis W. Cook & Phillip L. Hunsaker (2007):
Management and Organisational Behaviour.
Second European Edition. Maidenhead: McGraw-Hill Education.

Tillkommer anvisat material. Studentexpeditionen

MOMENT 3 Externredovisning, (7.5 hp)

Häggqvist, Ann-Christin. *Kompendium i externredovisning*. Studentexpeditionen.

Thomasson, Larsson, Rohlin. *Den nya affärsredovisningen*. Liber, senaste upplagan.

Thomasson, Larsson, Rohlin. *Övningsbok och facit till ovanstående*. Liber, senaste upplagan.

Tillkommer artiklar. Studentexpeditionen.

MOMENT 4 Ekonomistyrning (7.5 hp)

Ax, Christian., Johansson, C., *Den nya ekonomistyrningen*,
Liber Ekonomi, senaste upplagan.

Ax, Christian., Kullvén, H., *Den nya ekonomistyrningen - Övningsbok med lösningar*,
Liber Ekonomi, senaste upplagan.

Tillkommer artiklar. Studentexpeditionen.

Referenslitteratur till kursen:

Backman, Jarl. *Rapporter och uppsatser*, senaste upplagan. Studentlitteratur.

Walkenbach, J. *Excel 2007 Bible*. John Wiley And Sons Ltd, Sverige, 2006. (Användbar för många kommande kurser).

Referenslitteratur är litteratur som breddar, fördjupar eller förtydligar ämnet. Den studerande förutsätts utnyttja dessa kunskapskällor och andra källor, framförallt under arbete med skriftliga rapporter och praktikfallsuppgifter.

Företagsekonomi B53 (2FE014), 30 hp

MOMENT 1. Finansiering, 7.5 hp

Larsson C-G m fl., *Företagets finanser*, Studentlitteratur, 2007. Lund (Kap 1-3, 5-13, 15-18, 21-22)

Nilsson, H., Isaksson, A., Martikainen, T., *Företagsvärdering med fundamental analys*. Studentlitteratur Lund 2002. (Kap 3, 9 18).

Eventuella artiklar tillkommer, Studentexpeditionen.

Referenslitteratur:

Keown et al., *Foundations of Finance*, Pearson International Edition, Fifth edition.

MOMENT 2. Räkenskapsanalys och värdering, 7.5 hp

Larsson C-G m fl., *Företagets finanser*, Studentlitteratur, 2007. Lund (Kap 4, 14).

Nilsson, H., Isaksson, A., Martikainen, T., *Företagsvärdering med fundamental analys*. Studentlitteratur Lund 2002. (Kap 1, 2, 4-8, 10-18).

Eventuella artiklar tillkommer, Studentexpeditionen.

Referenslitteratur:

Keown et al., *Foundations of Finance*, Pearson International Edition, Fifth edition.

MOMENT 3. Vetenskaplig metod, 7.5 hp

Bryman, Alan & Bell, Emma., *Företagsekonomiska forskningsmetoder*. Liber 2005.

Artiklar tillkommer.

Den studerande förväntas även aktivt söka och utnyttja andra metodböcker.

Referenslitteratur:

Backman, Jarl., *Rapporter och uppsatser*. Studentlitteratur.

MOMENT 4. Entreprenörskap och affärsutveckling, 7.5 hp

Eckerstein, Johan, Helm, Alexander, & Kemlin, Peter, *Generation.com*. Studentlitteratur 2002.

Klofsten, Magnus, Affärsplattformen. *Entreprenören och företagets första år*. SNS Förlag 2002.

Landström, Hans, *Entreprenörskapets rötter*. Studentlitteratur 2005.

Normann, Richard, *När kartan förändrar landskapet*. Liber Ekonomi 2001.

Artiklar tillkommer.

Referenslitteratur till kursen

Walkenbach, J. *Excel 2007 Bible*. John Wiley And Sons Ltd, Sverige, 2006.

Referenslitteratur är litteratur som breddar, fördjupar eller förtydligar ämnet. Studenten förutsätts utnyttja dessa kunskapskällor och andra källor, framförallt under arbete med skriftliga rapporter och praktikfallsuppgifter.

Change and Entrepreneurship in Organizations C (2FE138), 15 hp

Module 1 Organizational Change (7.5 ECTS)

Textbook:

Darwin, John, Johnson, Philip & McAuley, John (2001) *Developing Strategies for Change*. Harlow: Pearson.

Compendium of Articles (Selected):

Buchanan, D. & Dawson, P. (2007). Discourse and Audience: Organizational change as a multi-story process. *Journal of management Studies*, 44(5): 669-686.

Ford, J. D. (1999) Organizational change as shifting conversations. *Journal of Organizational Change Management*. 12(6): 480-500.

Kotter, J. P. (2007) 'Leading change: Why transformation efforts fail?' *Harvard Business Review*, 85(1): 96-103.

March, J. G. (1981) 'Footnotes to organizational change'. *Administrative Science Quarterly*, 26: 563-577.

Tsuokas, H. & Chia, R. (2002) On organizational becoming: Rethinking organizational change. *Organization Science*, 13(5): 567-582.

Van de Ven, A. & Poole, S. M. (2005) Alternative approaches to studying organizational change. *Organization Studies*, 26: 1377-1404.

Weick, K. E. & Quinn, R. (1999) *Organizational change and development*. Annual Review of Psychology, 50: 361-86.

Additional reading materials will also be available

Module 2 Corporate Entrepreneurship (7.5 ECTS)

Textbook:

Morris, Michael A., Kuratko, Donald F. & Cowin, Jeffrey, G. (2008) *Corporate Entrepreneurship & Innovation*. Second edition, Thomson.

Compendium of articles, including for example.:

Corbett, Andrew C., & Hmieleski, Keith M. (2007) "The Conflicting Cognitions of Corporate Entrepreneurs", *Entrepreneurship Theory and Practice*, 31 (1), 103–121.

Kellermanns, Franz W. & Eddleston, Kimberly A. (2006) "Corporate Entrepreneurship in Family Firms: A Family Perspective", *Entrepreneurship Theory and Practice* 30 (6), 809–830.

March, James G. (1991). "Exploration and exploitation in organizational learning", *Organization Science*, 2: 71–87.

Van de Ven, Andrew, & Engelman, Rhonda M. (2004) "Central Problems in Managing Corporate Innovation and Entrepreneurship", in Jerome A. Katz & Dean A. Shepherd (eds.) *Corporate Entrepreneurship*. 47-65.

Further readings will be added at the beginning of the module.

Redovisning C (2FE062), 15 hp

Moment 1 Redovisningsteori och praxis i ett internationellt perspektiv, 7.5 hp

FAR. *Samlingsvolym, del 1*. Utkommer årligen. Senaste upplagan

Internationell redovisningsstandard i Sverige - IFRS/IAS 2007. FAR Förlag AB.

Sundgren, S., Nilsson, S., Nilsson, H. *Internationell redovisning – teori och praxis 2007*, Studentlitteratur.

Tillkommer under momentet övrigt anvisat material

Moment 2 Koncernredovisning och revision, 7.5 hp

FAR. *Samlingsvolym, del 1*. Utkommer årligen. Senaste upplagan

Internationell redovisningsstandard i Sverige - IFRS/IAS 2007. FAR Förlag AB.

Lönnqvist, R., *Årsredovisning i koncerner*. Studentlitteratur. Senaste upplagan

Kurskompendium. Handelshögskolan vid Umeå Universitet. Studentexpeditionen

Entrepreneurial Financial Management C (2FE064), 7.5 hp

Jeffrey Cornwall, David Vang, Jean Hartman, *Entrepreneurial Financial Management*. Prentice Hall 2004

Entrepreneurial Financial Management Readings Packet, available from the Student Service Office (Studentexpeditionen).

Recommended Supplemental Readings:

Dollinger M.J., *Entrepreneurship: strategies and resources*. Prentice Hall, 2003.

Kiholm Smith & Smith., *Entrepreneurial Finance*, 2nd Edition. Wiley 2003.

Ross, S.A., Westerfield, R.W., and Jaffe, J.F., *Corporate finance*. McGraw-Hill/Irwin, 2005

Organizational Design C (2FE113), 7.5 hp

Weiss, Marco (2007) *Efficient Organizational Design. Balancing Incentives and Power*. Basingstoke: Palgrave.

A compendium of articles and case materials will be added when the module begins, including amongst others:

Abramhamson, Eric (1991) "Managerial Fads and Fashions: The Diffusion and Rejection of Innovation", *Academy of Management Review*, 16 (3), 586-612.

Kouzes, James M. & Mico, Paul R. (1979) "Domain theory: An introduction to organizational behavior in human service organizations", *The Journal of Applied Behavioral Science*, 15: 449-468.

Dynamic Business Contexts D (2FE041), 15 hp

Anm: Moment 1 och 2 (sid 9-10) avser kursen **Dynamic Business Contexts (2FE041), 15hp**
 Moment 1, 2, 3 (sid 9-11) avser **Entrepreneurship, Dynamics Business Venturing (2FE139), 30hp**
 Moment 1, 2, 3 (sid 9-11) avser **Master's Program in Entrepreneurship** höstterminen 2008.
 Moment 1, 2, 3 (sid 9-11) avser **Master's Program in Strategic Entrepreneurship** höstterminen 2008

Module 1. Innovation in Changing Business Environments, 7.5 ECTS

Textbook:

Bragg A. & Bragg M (2005) *Developing New Business Ideas, a step-by-step guide to creating new business ideas worth backing*, Financial Times, Prentice Hall

A list of articles, including among others:

Aldrich, Howard E., & Fiol, Marlene (1994) "Fools rush in? The institutional context of industry creation." *Academy of Management Review*, 19 (4), 645-670.

Chen, Ming-Huei (2006) "Understanding the Benefits and Detriments of Conflict on Team Creativity Process"; *Creativity and Innovation Management*, 15 (1), 105-116.

Kim, W. Chan & Mauborgne, Renée (2004) "Blue Ocean Strategy", *Harvard Business Review*, October, 76-84.

Kratzer, Jan, Leenders, Rogers Th A. J. & Ven Engelen, Jo M. L. (2004) "Stimulating the Potential: Creative Performance and Communication in Innovation Teams"; *Creativity and Innovation Management*, 13 (1), 63-71.

Kratzer, Jan, Leenders, Rogers Th A. J. & Ven Engelen, Jo M. L. (2006) "Team Polarity and Creative Performance in Innovation Teams", *Creativity and Innovation Management*, 15 (1), 96-104.

Porter, Michael E. (1979) "How competitive forces shape strategy", *Harvard Business Review*, March-April, 137-145.

Reference literature

Bloisi, Wendy, Cook, Curtis W. & Hunsaker, Phillip L. (2007), chapters 10-11, "Managing groups and teams" and "Conflict management and negotiation" in *Management & Organisational Behavior*. Maidenhead: McGraw Hill Education.

Kubr T., Marchesi H., Illar D., Keinhuis H (1998) *Starting up, achieving success with professional business planning*. McKinsey & Company, Inc. Switzerland. To be downloaded at:
http://venturecup.inforce.dk/graphics/user/vc_swe/vc_swe_files/vc_swe_handbok/Handbook%20english.pdf.

Module 2. Dynamic business settings, 7.5 ECTS

Course literature comprises a compendium of articles and book chapters, including;

Albertini, S. (1999) Networking and division of labour – the case of industrial districts in the north east of Italy. *Human Systems Management*, 18, pp 107-115

Asheim, B & Isaksen A (1997) Location, agglomeration and innovation: towards regional innovation systems in Norway?. *European planning studies* 5, pp299-330

Bengtsson, Maria & Kock, Sören (2000). "'Coopetition' in Business networks - to Cooperate and Compete Simultaneously". *Industrial Marketing Management*, 29 (5), 411-426.

Bresman, Henrik, & Sölvell, Örjan (1997). Local and global forces in the innovation process of the multinational enterprise – an hour-glass model, *NORDREFO 1997:3*. Special issue: Regional Specialisation and Local Environment – Learning and Competitiveness.

Brown, John Seely & Duguid, Paul (2001). "Knowledge and Organization: A Social-Practice Perspective". *Organization Science*, 12 (2), 198-213.

Etzkowitz, Henry & Leydesdorff, Loet (2000) "The dynamics of innovation: from national systems and Mode 2 to a Triple Helix of university-industry-government relations". *Research Policy*, 20: 109-123.

Gnyawli & Fogel (1994), 'Environments for Entrepreneurship: Key Dimensions and Research Implications'. *Entrepreneurships Theory and Practice*. Summer 1994, pp 43-62

- Goglio S. Introduction: the Industrial district as a proving ground. *European planning studies* vol 10 nr 4 pp 421-424.
- Hofstede, G., Nooderhaven, N:G:, Thurik, A.R., Uhlander,LM, Wennekers,A.RM, &Wildeman, R.E (2004), 'Culture's role in entrepreneurship: self employment out of dissatisfaction'. Chapter 8 in Brown,
- T.E, & Ulijn, J. *Innovation, Entrepreneurships and Culture: The interaction between technology, progress and economic growth*. Edgar Elgar.Publishing Inc. UK. Pp 162-203
- Keeble, D. (2000) "Collective learning processes in European High technology milieux". In David Keeble & Frank Wilkinson (eds.) *High technology clusters, networking and collective learning in Europe*. Pp199-229
- Porter, Michael E. (1998). "Clusters and the New Economics of Competition". *Harvard Business Review*, 76 (6), 77-90.
- Pouder, Richard & St John, Caron (1996). "Hot Spots and Blind Spots: Geographical Clusters of Firms and Innovation". *Academy of Management Review*, 21 (4), 1192-1225.
- Shane, Shane (2003) "The environmental context of entrepreneurship". Chapter 7 in *A General Theory of Entrepreneurship. The Individual-Opportunity Nexus*. Cheltenham: Edward Elgar.
- Wenger, E. (2000) 'Communities of practice and social learning systems'. *Organisation*, 7(2), 225-246
- Whitley, R. (1992) *The social construction of organisations and markets: the comparative analysis of business recipes*'. In Reid, M & Hughes, M. (1992) *Retinking Organizations: New directions in organization theory and analysis*. Sage, London., pp.120-142
- Note: some minor adjustment may be may to the above list by the beginning of the module.

Module 3. Entrepreneurial activity and Business Venturing, 15 ECTS

Textbooks:

Shane, S. (2003). *A general theory of entrepreneurship. The individual-opportunity nexus*. Cheltenham: Edward Elgar Publishing Limited.

Bragg A. & Bragg M (2005) *Developing New Business Ideas, a step-by-step guide to creating new business ideas worth backing*, Financial Times, Prentice Hall

Kubr T., Marchesi H., Illar D., Keinhuis H (1998) *Starting up, achieving success with professional business planning*. McKinsey & Company, Inc. Switzerland. To be downloaded at:
http://venturecup.inforce.dk/graphics/user/vc_swe/vc_swe_files/vc_swe_handbok/Handbook%20english.pdf

Articles:

Antonicic, B. & Hisrich, R.D. (2001). "Intrepreneurship: Construct refinement and cross-cultural validation". *Journal of Business Venturing*, 16(5): 495-527.

Burt G & van der Heijden K. (2003) *First Steps: towards purposeful activities in scenario thinking and futures studies*. *Futures* vol 35 pp 1011-1026

Claxton J.D., Brent Richie, J.R. & Zaichkowsky J. (1980), *The Nominal Group Technique: Its potential for consumer research*. *Journal of Consumer research* vol 7 December

Dunham, L. & Venkataraman, S. (2002). "From Rational to Creative Action: Recasting Our Theories of Entrepreneurship". *Darden School Working Paper*. DSWP-02-06.

Granovetter, M. (1985). "Economic Action and Social Structure: The Problem of Embeddedness". *American Journal of Sociology*, 91(3): 481-499.

Gruber M. (2006) *Uncovering the value of planning in new venture creation: A process and contingency perspective*. *Journal of Business Venturing* vol 22 pp 782-807

Mitchell V.W. (1991), *the Delphi Techniques: An Exposition and Application*. *Technology Analysis and Strategic Management* vol 3 no 4, pp 333-358

Minniti M., Bygrave W.D., Autio E. (2005). "Global Entrepreneurship Monitor: 2005 Executive Report" to be downloaded at GEM Consortium website:
http://www.gemconsortium.org/download/1147080420578/GEM_2005_Report.pdf

Morgan D.L. (1996) *Focus groups*, *Annual Review of Sociology* vol 22, 129-152

Paulus P.B., Yang, H (2000) *Idea generation in Groups: A Basis for Creativity in Organizations*, *Organizational Behavior and Human Decision Processes* vol 82 No.1

Sarasvathy, S.D. (2001). "Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency". *Academy of Management Review*, 26(2): 243-263.

Sarasvathy, S., Dew, N., Velamuri, S.R. & Venkataraman, S. (2003) *Three views of entrepreneurial opportunity*. In Acs, Z.J. & Audretsch, D.B. (eds) (2003). *Handbook of Entrepreneurship Research. An Interdisciplinary Survey and Introduction*.

Shane S. & Delmar F. (2004) *Planning for the market: business planning before marketing and the continuation of organizing efforts*. *Journal of Business Venturing* vol 19, 767-785

Wynarczyk, P & Raine A. (2005), *The Performance of Business Incubators and their potential Development on the North East Region of England*, *Local Economy* vol 20 no 2 205-220

More articles will be added.

Corporate Finance and Investments D (2FE106), 15 hp

Anm: Moment 1 och 2 (sid 12) avser kursen **Corporate Finance and Investments D (2FE106), 15hp**
Moment 1, 2, 3 och 4 (sid 12-13) avser kursen **Financial Management D (2FE108), 30hp**
Moment 1, 2, 3 och 4 (sid 12-13) avser **Master's Program in Finance** ht 2008.

Module 1. Corporate Finance, 7.5 ECTS

Required (assigned) text

Arnold Glen. *Corporate Financial Management* last edition. Prentice Hall

Additional web based resources are available through the publisher, including www.mhhe.com/rwj, which provide students with an opportunity to test their own progress during the course through interactive exercises and self-grading quizzes.

Supplementary Readings

Brealey, R.A. and S.C. Myers, 2006, *Principles of Corporate Finance*, 7th edition, Mc-Graw Hill, New York

Ogden, JP, F.C. Jen and P.F. O'Connor, 2003, *Advanced Corporate Finance: Policies and Strategies*, Prentice Hall, New Jersey

Module 2. Investments, 7.5 ECTS

Required (assigned) text:

Bodie, Kane & Marcus. *Investments*. 6/E. Mc Graw-Hill 04/2004.

List of articles and other material provided by the lecturer.

Module 3. Advanced financial statement analysis, 7.5 ECTS

Required (assigned) text:

Penman Stephen., *Financial Statement Analysis and Security Valuation*, 2007, Irwin/McGraw-Hill. E/3.

In addition a number of research papers will be included.

Reference readings:

Copeland T, Koller T, Murrin J, *Valuation: Measuring and Managing the Value of Companies*, Wiley, 2000, 3rd Edition (a good introduction to valuation, written in English).

Stickney P, *Financial Reporting and Statement Analysis: A Strategic Perspective*, Dryden Press, 4th Edition, 1999. (a good book about financial statement analysis).

White G, Sondhi A and Fried D, *The Analysis and Use of Financial Statements*, Wiley, 2nd Edition, 1998 (a good book about financial accounting and financial statement analysis)

Module 4. Cash and risk management 7,5 ECTS

Menya K. *International Cash Management in the 21 st century: Theory and Practice*. Managerial Finance. Volume 31 November 2005

Maness T, Zietlow J. 2005. *Short Term Financial Management* Chapter 1-3, 5-6, 10, 12

Shapiro A. *Multinational Financial Management*. Ch 1-14. Prentice Hall. Latest edition.

Andersen T.J. *Perspectives on Strategic Risk Management*. 2006. Copenhagen Business School Press.

Financial- and Management Accounting D (2FE092), 15 hp

Anm: Moment 1 och 2 (sid 14) avser kursen **Financial- Management Accounting D (2FE092), 15hp**
 Moment 1, 2, 3 och 4 (sid 14-15) avser kursen **Accounting, Auditing and Control D (2FE107), 30hp**
 Moment 1, 2, 3 och 4 (sid 14-15) avser **Master's Program in Accounting** ht 2008.

Module 1 Value based management accounting 7.5 ECTS

Required (assigned) text:

Blocher E, Chen K and Lin T., *Cost Management - A Strategic Emphasis*,
 4th edition, McGraw-Hill.

(http://highered.mcgraw-hill.com/sites/0072818360/information_center_view0/)

Additional study material

List of articles and cases provided by lecturer.

Module 2 Advanced financial accounting 7.5 ECTS

Required (assigned text):

Mirza, A., Holt, G. and Orrell, M. (2008): *International Financial Reporting Standards: Workbook and Guide*. Wiley. Second Edition

List of articles and cases provided by the lecturers.

Students are expected to have access to the International Financial Reporting Standards (in Swedish or in English). The standards are published by:

FAR Förlag AB: *Internationell redovisningsstandard i Sverige - IFRS/IAS 2008* (in Swedish)
International Financial Reporting Standards IFRSs Bound Volume 2008, International Accounting Standards Board (in English).

Reference readings:

(i) The following book is recommended particularly for students with little prior knowledge about IFRS:

Alexander, D., Britton, A. and Jorissen, A. (2007): *International Financial Reporting and Analysis*. Third Edition. Thomson.

(ii) The following books are useful as background reading and as the exercises and cases are solved:

Epstein, B. and Jermakowicz, E. (2008): *Wiley IFRS 2008: Interpretation and Application of International Accounting and Financial Reporting Standards 2008*, Wiley.

Alfredson, K., Leo, K., Picker, R., Pacter, P., Radford, J. and Wise, V. (2007): *Applying international financial reporting standards*. Enhanced edition. Wiley.

Ernst & Young (2008): *International GAAP 2008, Generally Accepted Accounting Practice under International Financial Reporting Standards (Ext), 2 Volume Set*, Wiley.

Module 3. Advanced financial statement analysis and valuation, 7.5 ECTS

Required (assigned) text:

Penman Stephen., *Financial Statement Analysis and Security Valuation*, 2007, Irwin/McGraw-Hill. E/3.

In addition a number of research papers will be included.

Reference readings:

Copeland T, Koller T, Murrin J, *Valuation: Measuring and Managing the Value of Companies*, Wiley, 2000, 3rd Edition (a good introduction to valuation, written in English).

Stickney P, *Financial Reporting and Statement Analysis: A Strategic Perspective*, Dryden Press, 4th Edition, 1999. (a good book about financial statement analysis).

White G, Sondhi A and Fried D, *The Analysis and Use of Financial Statements*, Wiley, 2nd Edition, 1998 (a good book about financial accounting and financial statement analysis)

Module 4. Advanced auditing, 7.5 ECTS

Eilifsen, A., Messier, W., Glover, S., Prawitt, D. *Auditing and assurance services – international edition*. 2006. McGraw Hill Education.

Research papers and case material assigned by the teacher .

Managerial Perspectives on Strategy and People D (2FE040), 15 hp

Anm: Moment 1 och 2 (sid 16-17) avser kursen **Managerial Perspectives on Strategy and People D (2FE040), 15hp**
 Moment 1, 2, 3 och 4 (sid 16-18) avser **Managerial Perspectives on Strategy, People Project and Processes D (2FE047), 30hp**
 Moment 1, 2, 3 och 4 (sid 16-18) avser **Master's Program in Management** ht-2008.

Module 1. Perspectives on management and strategy, 7,5 ECTS

Required (assigned) text:

Czarniawska, Barbara & Sevón, Guje (eds.) (2003). "The Northern Light. Organization Theory in Scandinavia". Malmö: Liber/Abstrakt/Copenhagen Business School Press.

Johnson, Gerry, Scholes, Kevan, Whittington Richard (2008). "Exploring Corporate Strategy". (Text only) 8th ed Harlow, Essex: Pearson Education Limited.

Articles will be added.

Module 2. People - The human side of organizing, 7,5 ECTS

Required (assigned) text:

Cooper, C.L. & Cartwright, S. (2002) "Healthy mind; Healthy Organization - A proactive approach to occupational stress", in Cooper, Cary L. (ed) *Fundamentals of Organizational Behavior*, vol. 3. London: Sage Publications, pp. 163-177.

Czarniawska, Barbara, Sevón, Guje & Aaltio, Iris (2003) "The Northern Lights. Organization Theory in Scandinavia". Malmö: Liber. Chapters 2,7 and 14.

Hogg, Michael A. & Terry, Deborah J. (eds) (2001) "Social identity processes in organizational contexts". Philadelphia: Psychology Press.

A case book or a selection of case material will also be added according to instructor's directives!

Theme literature:

In addition to the required reading listed above, students are obliged to search for and use additional articles and books highlighting the specific theme of the concluding group assignment! Particular references to the various themes are given below; these should be considered as required, albeit not exhaustive material.

GENDER

Aaltio, Iris & Kovalainen, Anne (2003) "Using Gender in Exploring Organizations, Management, and Change", in Czarniawska, Barbara, Sevón, Guje & Aaltio, Iris (eds) *The Northern Lights. Organization Theory in Scandinavia*, chapter 8. Malmö: Liber.

Alvesson, Mats & Billing, Yvonne Due (1997) "Understanding gender and organizations". London: Sage.

Höök, Pia (2001) "Management as uncontrollable sexuality", in Sjöstrand, S-E, Sandberg, J. & Tyrstrup, M. (eds) *Invisible Management*. London: Thomson Learning.

EMOTIONS

Ashforth, Blake E, & Humphrey, Ronald H. (1995) "Emotion in the workplace: A reappraisal", *Human Relations* 48 (2) 97-125.

Brundin, Ethel (2002) "The emergence of emotions in management theory", chapter 1 in: *Emotions in Motion. The Strategic Leader in a Radical Change Process*. JIBS Dissertation Series, No. 12.

Fineman, Stephen (1999) "Emotion and Organizing", in Clegg, Stewart R. & Hardy, Cynthia (eds.) *Studying Organizations. Theory and Method*, chapter 11. London: SAGE Publications.

POWER/SOCIAL CLASSES

Fulop, Liz & Linstead, Stephen (2004) "Power and politics in organizations", in Linstead, Fulop & Lilley (eds) *Management and Organization - A critical text*. Basingstoke: Palgrave Macmillan.

Hardy, Cynthia & Clegg, Stewart R. (1999) "Some Dare Call It Power", in Clegg, Stewart R. & Hardy, Cynthia (eds.) *Studying Organizations. Theory and Method*, chapter 15. London: SAGE Publications.

DIVERSITY

Jehn, Karen A., Northcraft, Gregory B. & Neale, Margaret A. (1999) "Why differences Make a Difference: A field study of diversity, conflict, and performance in work groups", *Administrative Science Quarterly*, 44(4): 741-763.

Lawthom, Rebecca (2000) "Against all odds: Managing diversity", in Chmiel, Nik (eds) *Introduction to work and organizational psychology. A European Perspective*, Oxford: Blackwell Publishers Ltd., pp. 387-406.

Nkomo, Stella M. & Cox Jr, Taylor (1996) "Diverse identities in organizations", in Clegg, Stewart R, Hardy, Cynthia & Nord, Walter R. (eds) *Handbook of organization studies*, London: Sage, pp. 338-356.

ETHICS

Maclagan, Patrick (1998) "Management and morality". London: SAGE.

von Weltzien Hoivik, Heidi (2002) "Moral Leadership in Action". *Building and Sustaining Moral Competence in European Organizations*. Cheltenham: Edward Elgar

Module 3. Project management 7,5 ECTS

Required (assigned) text:

Blomquist, T. & Müller, R. (2006) Middle Managers in Program and Portfolio Management: Practice, Roles and Responsibilities. Newton Square: Project Management Institute.

Maylor, Harvey. (2003) "Project Management" Harlow: Person Education.

Sahlin-Andersson, Kerstin and Söderholm, Anders. (2002) "Beyond Project Management - New Perspectives on the temporary - permanent dilemma" Malmö: Liber/Abstrakt/Copenhagen Business School Press.

Umeå School of Business. "Compendium of Articles"

Module 4. Processes - business strategy 7,5 ECTS

Required (assigned) text:

Johnson, Gerry, Scholes, Kevan, Whittington Richard (2008). "Exploring Corporate Strategy". (Text only) 8th ed Harlow, Essex: Pearson Education Limited.

Articles can be added.

Consumer Behavior and Consumer Analysis D (2FE046), 15hp

Anm: Moment 1 och 2 (sid 19) avser kursen **Consumer Behavior and Consumer Analysis D (2FE046), 15hp**
Moment 1, 2, 3 och 4 (sid 19-20) avser **Consumer Behavior Advanced Market Analysis and Executive Decision Making D (2FE045), 30hp**
Moment 1, 2, 3 och 4 (sid 19-20) avser **Master's Program in Marketing** höstterminen 2008.

Module 1. Consumer Behavior, 7.5 ECTS

Solomon Michael., *Consumer Behaviour : buying, having and being*. 7th ed. Prentice Hall 2006.

Umeå School of Business, *Articles*. Student Administration Office.

Reference readings

Kotler, P., Keller ,K., *Marketing Management*. Upper Saddle River, NJ. Prentice Hall, latest edition

Module 2. Consumer Analysis, 7.5 ECTS

Kent, Ray (2007). *Marketing Research: Approaches, Methods and Applications in Europe*. Thomson Learning: London.

Umeå School of Business, *Articles and Cases*. Student Administration Office

Module 3. Advanced Market Analysis, 7.5 ECTS

Kent, Ray (2007). *Marketing Research: Approaches, Methods and Applications in Europe*. Thomson Learning: London

Larréché, Jean-Claude, Gatignon, Hubert, Triolet, Rémi. *Markstrat Online Student Handbook. StratX International* (available from Umeå School of Business, Student Administration Office)

Umeå School of Business, *Articles and Cases*. Student Administration Office

Module 4. Executive Decision Making, 7.5 ECTS

Cravens & Piercy: *Strategic Marketing*, 8th Ed. 2005 McGraw-Hill Irwin.

Umeå School of Business, *Articles and Cases*. Student Administration Office

Reference readings:

Max H. Bazerman: “*Judgment in managerial decision making*”, 5th ed. Wiley International Edition, 2002

MOMENT 1**Seminarieserien, 0 hp**

Handelshögskolan

Anvisningar för sidooppositions-PM:

<http://www.usbe.umu.se/utbildning/uppsats/oppositioner.shtml>

MOMENT 2**C-uppsats, 15 hp**

Litteratur sökes individuellt.

Lista på referenslitteratur:

<http://www.usbe.umu.se/utbildning/uppsats/kursplaner.shtml>

MOMENT 3**Huvudopposition, 0 hp**

Handelshögskolan

Anvisningar för huvudopposition:

<http://www.usbe.umu.se/utbildning/uppsats/oppositioner.shtml>

MOMENT 1**Seminarier, 0 hp**

Handelshögskolan

Anvisningar för sidooppositions-PM:

<http://www.usbe.umu.se/utbildning/uppsats/oppositioner.shtml>

MOMENT 2**D-uppsats, 15 hp**

Litteratur sökes individuellt.

Lista på referenslitteratur:

<http://www.usbe.umu.se/utbildning/uppsats/kursplaner.shtml>

MOMENT 3**Huvudopposition, 0 hp**

Handelshögskolan

Anvisningar för huvudopposition:

<http://www.usbe.umu.se/utbildning/uppsats/oppositioner.shtml>

Företagsekonomi A45 (2FE009), 30 hp

Service Management programmet termin 1

MOMENT 1 Service Management – introduktion av ett tjänsteperspektiv, 7.5 hp

Grönroos, Christian, (2008), *Service Management och marknadsföring. Kundorienterat ledarskap i servicekonkurrensen*, Liber

Artiklar

Bitner, Mary Jo, Amy L Ostrom and Matthew L Meuter (2002), Implementing successful self-service technologies, *Academy of Management Executive*, Vol 16, No 4, s96- 109

Bitner, Mary Jo (1992), Servicescapes: The Impact of Physical Surroundings on Customers and Employees, *Journal of Marketing*, Vol 56, April, s57-71

Cervellec, Hervé, (2004), *Mot en respektens etik för servicemötet*, GRI-rapport 2004:6, Gothenburg Research Institute

MOMENT 2 Marknadsföring, 7.5 hp

Jobber, David, John Fahy, (2006) *Foundations of Marketing*, 2nd edition, McGraw Hill Education Europe.

Bonnedal, Karl-Johan, Tommy Jensen och Johan Sandström, (2006), *Ekonomi och moral – vägar mot ökat ansvarstagande*, Liber (kap 1-3, utvalda exempel ur kap 4-6, kap 7-8, totalt cirka 200 sidor)

Artiklar

Edvardsson, Bo, Bo Enquist (2006), Service leaders Values-based service brands: narratives from IKEA, *Managing Service Quarterly*, Vol 16, No 3, s230-246

de Chernatony, Leslie, Susan Cottam (2006), Internal brand factors driving successful financial services brands, *European Journal of Marketing*, Vol 40, No 5/6, s611-633

Ytterligare material tillkommer efter anvisningar från lärare.

MOMENT 3 Företagets Organisation, 7.5 hp

Bloisi, Wendy, Curtis W. Cook & Phillip L. Hunsaker (2007): *Management and Organisational Behaviour*. Second European Edition. Maidenhead: McGraw-Hill Education.

Tillkommer anvisat material. Studentexpeditionen

MOMENT 4 Ledarskap, 7.5 hp

Bloisi, Wendy, Curtis W. Cook & Phillip L. Hunsaker (2007): *Management and Organisational Behaviour*. Second European Edition. Maidenhead: McGraw-Hill Education.

Pierce, Jon L & John W. Newstrom (2005)

Leaders and the leadership process - Readings, self-assessments & applications. Mc Graw –Hill. 4th International edition.

Företagsekonomi A07 (2FE011), 30 hp

Handel och logistikprogrammet / Retail and Supply Chain Management (RSCM) termin 1

Moment 1. Detaljhandel och försörjningskedjor – en introduktion, 7.5 hp

Freathy, P. (red)

The Retailing Book: Principles and Applications.

Prentice Hall, 2003.

ISBN 0273-65548-5

Oskarsson, B., H Aronsson, A., Ekdahl, B. *Modern Logistik - för ökad lönsamhet.*
(del 1, sid 1-164), 3:e uppl. Liber AB 2006

Moment 2, 3 och 4, se Service Managementprogrammet

Företagsekonomi A45 (2FE009),

sid 23

Försäljning C, (2FE135), 22,5 hp

Handel och logistikprogrammet / Retail and Supply Chain Management (RSCM) termin 5

Kurstid: 2008-10-06 – 2009-01-18

MOMENT 1 Sales management, 7.5 hp

Böcker

Jobber, D., Lancaster, G., 2006, *Selling and Sales Management*, Pearson Education, Prentice Hall

Ytterligare litteratur tillkommer i form av artiklar och kompendier.

MOMENT 2 Personal Selling, (7.5 hp)

Böcker

Futrell, C.M., 2008, *Fundamentals of selling: Customers for life through service*, McGrawHill.

Ytterligare litteratur tillkommer i form av artiklar och kompendier.

Referenslitteratur:

Laurelli, R., 2007, *Säljbibeln*, Bokförlaget Redaktionen i Stockholm AB.

MOMENT 3 Sales Activities, (7.5 hp)

Böcker

De Pelsacker, Patrick, Maggie Geuens och Joeri Van den Bergh, (2007) *Marketing Communications a European Perspective*, Third Edition, Prentice Hall

Nordfält, Jens (2007) *Marknadsföring i butik, om forskning och branschkunskap i detaljhandeln*, Liber

Ytterligare litteratur tillkommer i form av artiklar och kompendier

International Business Program. FekA (2FE012), 30hp termin 1

[Inklusive utbytesstudenter på Module 1 = 2FE028, module 2 = 2FE029, module 3 = 2FE030, module 4 = 2FE031]

Module 1. International Business Environment 7.5 ECTS

John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan: *International Business: Environments and Operations*, 11/E, Pearson/Prentice Hall, 2007, 832 pp

Articles:

Cova, B. Pace, S. and Park D. J. (2007). Global brand communities across borders: the Warhammer case. *International Marketing Review*, Vol. 24 (3). pp. 313-329.

Herrmann, A. and Heitmann, M. (2006). Providing more or providing less? Accounting for cultural differences in consumers' preference for variety. *International Marketing Review*, Vol. 23 (1). pp. 7-24.

Holt, D. B. Quelch, J. A. and Taylor, E. L. (2004). How global brands compete. *Harvard Business Review*, Vol. 82 (9), pp. 68-75.

Hultén, P. (2006). Transfer of management practices in a cross-institutional setting: a case study on a Western firm's subsidiary in the Ukraine. *International Journal of Commerce and Management*, Vol 16 (3/4), pp. 197-211.

Wong, Y-Y. Maher, T. E. Nicholson, J. D. and Bai, A. F. (2003). Organisational learning and the risk of technology transfers in China. *Management Research News*, Vol. 26 (12). Pp. 1-11.

Xin, K. and Pucik, V. (2003). Trouble in paradise. *Harvard Business Review*, Vol. 81 (8), pp. 27-35.

Additional individual literature focusing on specific topics may be needed to be able to complete the assignments.

Module 2. Marketing, 7.5 ECTS

Jobber, David, John Fahy, (2006) *Foundations of Marketing*, 2nd edition, McGraw Hill Education Europe.

Murphy, Patrick E., Laczniak, Gene R. (2006) *Marketing Ethics – Cases and Readings*, 1st edition, Pearson Prentice Hall, New Jersey. ISBN 0-13-133088-8.

Articles

de Chernatony, Leslie, Chris Halliburton, and Ratna Bernath (1995), International branding: Demand- or supply-driven opportunity, *International Marketing Review*, Vol. 12, No. 2, pp. 9-21

Grönroos, Christian, (1998) Marketing services: The case of a missing product, *Journal of Business and Industrial Marketing*, vol 13, iss 4-6, s322-338

Additional material according to the teacher's instructions.

Module 3. Organisation and management of the firm, 7.5 ECTS

Bloisi, Wendy, Cook, Curtis W. & Hunsaker, Philip L. (2007): *Management and Organisational Behaviour*. Second European Edition. Maidenhead: McGraw-Hill Education.

Additional material according to the teacher's instructions.

Module 4. Management Accounting, 7.5 ECTS

Drury, Colin., (2005) *Management Accounting for Business*, 3rd edition, London.

Additional material according to the teacher's instructions.

Entreprenöriell affärsutveckling A (2FE018), 7.5 hp

Anderberg, L. & Eliasson, B. 2002.
Marknadsplanen. Praktisk handledning för marknadsplanerare.
Liber.

Klofsten, M. 1998.
Affärsplattformen, Entreprenören och företagets första år.
SNS Förlag,

Lindholm Dahlstrand, Å. 2004.
Teknikbaserat nyföretagande. Tillväxt och affärsutveckling.
Studentlitteratur.

Artiklar och annat material tillkommer

Entreprenörskap och start av nya verksamheter A (2FE016), 7.5 hp

Burns P, 2007.,
Entrepreneurship and Small Business,
Palgrave, (pp 1-237)

Landström H, 2000.,
Entreprenörskapets rötter.
Studentlitteratur,

Artiklar och annat material tillkommer

Projekt: Organisering, ledning och styrning A (2FE024) 15 hp

Nätuniversitetskurs "Internet" 50% studietakt, 1 sep 2008 – 18 jan 2009.

Moment 1 **Organisering, ledning och styrning (7.5 hp)**

Moment 2 **Projektarbete (7.5 hp)**

Christensen, Sören och Kreiner, Kristian. *Projektledning – att leda och lära i en ofullkomlig värld*, Academia Adacta, 1991.

Gray, Clifford F., Larson, W. Erik. *Project Management - The Managerial Process*, McGraw-Hill senaste upplagan.

Wenell, Torbjörn. *Wenell om projekt*, Uppsala Publishing house, 2001.

Tonnquist Bo. *Projektledning*, Bonnier Utbildning, 2004.

Rekommenderad litteratur för IPMAs certifiering:

Kompetens i Projektledning: En referensram för kompetensutvärdering, Svenskt ProjektForum, 2004. <http://www.projforum.se/certifiering.shtml>

Antvik, Sven., Sjöholm, Håkan. *Projekt - Ledning och metoder*, SIS Förlag 2005

Företagsekonomi AI 15 hp

Nätuniversitetskurs "Internet" 50% studietakt, 1 sep 2008 – 19 jan 2009.

Moment 1 Externredovisning (7.5 hp) 2008-09-01 -- 2008-11-04

Häggqvist, A-C. *Kompendium i externredovisning*. Studentexpeditionen.

Thomasson, Larsson, Rohlin. *Den nya affärsredovisningen*. Liber, senaste upplagan

Thomasson, Larsson, Rohlin. *Övningsbok och facit till ovanstående*. Liber, senaste upplagan

Tillkommer artiklar. Studentexpeditionen.

Moment 2 Marknadsföring (7.5 hp) 2008-11-05 -- 2009-01-18

Jobber, David, John Fahy, (2006) *Foundations of Marketing*,
2nd edition, McGraw Hill Education Europe.

Bonnedal, Karl-Johan, Tommy Jensen och Johan Sandström, (2006),
Ekonomi och moral – vägar mot ökat ansvarstagande,
Liber (kap 1-3, utvalda exempel ur kap 4-6, kap 7-8, totalt cirka 200 sidor)

Artiklar:

Edvardsson, Bo, Bo Enquist (2006), Service leaders Values-based service brands: narratives from
IKEA, *Managing Service Quality*, Vol 16, No 3, s230-246

Grönroos, Christian, (1998) Marketing services: The case of a missing product, *Journal of Business
and Industrial Marketing*, vol 13, iss 4-6, s322-338

Introduktion till företagsekonomi A 15 hp

Nätuniversitetskurs "Internet" 50% studietakt, 1 sep 2008 – 19 jan 2009.

Moment 1 Introduktion till företagsekonomi (7.5 hp) 2008-09-01 -- 2008-11-04

Holmström, Nancy (2005) *Företagsekonomi: Från begrepp till beslut*, Bonnier utbildning.

Holmström, Nancy (2005) *Företagsekonomi: Från begrepp till beslut. Uppgifter*, Bonnier utbildning.

Holmström, Nancy (2005) *Företagsekonomi: Från begrepp till beslut. Lösningar*, Bonnier utbildning.

Moment 2 Marknadsföring (7.5 hp) 2008-11-05 -- 2009-01-18

Jobber, David, John Fahy, (2006) *Foundations of Marketing*, 2nd edition, McGraw Hill Education Europe.

Bonnedal, Karl-Johan, Tommy Jensen och Johan Sandström, (2006), *Ekonomi och moral – vägar mot ökat ansvarstagande*, Liber (kap 1-3, utvalda exempel ur kap 4-6, kap 7-8, totalt cirka 200 sidor)

Artiklar:

Edvardsson, Bo, Bo Enquist (2006), Service leaders Values-based service brands: narratives from IKEA, *Managing Service Quality*, Vol 16, No 3, s230-246

Grönroos, Christian, (1998) Marketing services: The case of a missing product, *Journal of Business and Industrial Marketing*, vol 13, iss 4-6, s322-338

Tjänstemarknadsföring A (2FE134), 7,5 hp

Nätuniversitetskurs "Internet" 50% studietakt, 1 sep 2008 – 4 nov 2008.

Echeverri, P. och Edvarsson, B. (2002) *Marknadsföring i tjänsteekonomin*, Studentlitteratur, Lund.

Mossberg, L. och Johansen, E. J. (2006) *Storytelling - marknadsföring i upplevelseindustrin*, Studentlitteratur, Lund.

Två artiklar om tjänsteutveckling, innovationer/innovationssystem.

Ekonomistyrning A (2FE132), 7.5 hp

Nätuniversitetskurs "Internet" 50% studietakt, 1 sep 2008 – 4 nov 2008.

Ax, Christian., Johansson, C., *Den nya ekonomistyrningen*, Liber Ekonomi, senaste upplagan.

Ax, Christian., Kullvén, H., *Den nya ekonomistyrningen - Övningsbok med lösningar*, Liber Ekonomi, senaste upplagan.

Tillkommer artiklar (Distribueras via den Internetbaserade plattformen, alternativt hämtas från bibliotekets databaser. Information om dessa kommer vid kursstart).

Entreprenörskap och företaget i samhället A (2FE027), 15 hp

Turismprogrammet

MOMENT 1 Entreprenörskap för regional utveckling (7.5 hp)

Klofsten, Magnus,
Affärsplattformen. Entreprenören och företagets första år.
SNS Förlag 2002.

Landström, Hans,
Entreprenörskapets rötter.
Studentlitteratur 2000.

Normann, Richard,
När kartan förändrar landskapet.
Liber Ekonomi 2001.

Övrigt material tillkommer.

MOMENT 2. Marknadsföring, (7.5 hp)

Jobber, David, John Fahy, (2006) *Foundations of Marketing*,
2nd edition, McGraw Hill Education Europe.

Bonnedal, Karl-Johan, Tommy Jensen och Johan Sandström, (2006),
Ekonomi och moral – vägar mot ökat ansvarstagande,
Liber (kap 1-3, utvalda exempel ur kap 4-6, kap 7-8, totalt cirka 200 sidor)

Artiklar

Edvardsson, Bo, Bo Enquist (2006), Service leaders Values-based service brands: narratives from IKEA, *Managing Service Quality*, Vol 16, No 3, s230-246

de Chernatony, Leslie, Susan Cottam (2006), Internal brand factors driving successful financial services brands, *European Journal of Marketing*, Vol 40, No 5/6, s611-633

Att göra affärer A (2FE101), 30 hp

Företagarprogrammet termin 1 i Skellefteå

Moment 1. Introduktion. Att göra affärer, 7.5 hp

Ljung m.fl. *Företag och Marknad – Samarbete och Konkurrens*. Grundbok. 3:e upplagan. Studentlitteratur 2007

Wahlström B. *Ordning och Oreda*. Liber 2004

Dahlén M. *Boxen – Kreativitet som skapar bättre affärer*. Volante Publishing 2006

Klofsten M. *Affärsplattformen*. Studieförbundet Näringsliv och Samhälle 2002

Unt I. *Lär dig förhandla*. Liber 1995

Moment 2. Företagande, 10.5 hp

Ljung m.fl. *Företag och Marknad – Samarbete och Konkurrens*. Grundbok. 3:e upplagan. Studentlitteratur 2007

Wahlström B. *Ordning och Oreda*. Liber 2004

Dahlén M. *Boxen – Kreativitet som skapar bättre affärer*. Volante Publishing 2006

Klofsten M. *Affärsplattformen*. Studieförbundet Näringsliv och Samhälle 2002

Unt I. *Lär dig förhandla*. Liber 1995

Moment 3. Det juridiska ramverket, 6.0 hp

Hemström, C. (2005) *Bolagens rättsliga ställning*, Norstedts Juridik, Visby.

Referenslitteratur

Sandström, T. (2006) *Handelsbolag och enkla bolag*, Norstedts Juridik, Stockholm.

Moment 4. Finansiering/Kapitalanskaffning, 6.0 hp

Larsson C-G m fl., *Företagets finanser*, Studentlitteratur, 2007. Lund

Kompendium i finansiering & kapitalanskaffning, Studentexpeditionen.

Referenslitteratur till kursen:

Walkenbach, J. *Excel 2007 Bible*. John Wiley And Sons Ltd, Sverige, 2006. (Användbar för många kommande kurser).

Referenslitteratur är litteratur som breddar, fördjupar eller förtydligar ämnet. Den studerande förutsätts utnyttja dessa kunskapskällor och andra källor, framförallt under arbete med skriftliga rapporter och praktikfallsuppgifter.

Att utveckla en affärsverksamhet (2FE142) 30hp

Företagarprogrammet termin 3 i Skellefteå

Moment 1. Produktutveckling/Innovation/Tillverknings teknik, 10.5 hp

Brenner, M. (red.) *Innovationer: Dynamik och förnyelse i ekonomi och samhällsliv*, Studentlitteratur, 2005.

Engwall, M. (red.) *Produktutveckling bortom kunskapens gränser. Mot en osäkerhetens grammatik*, Studentlitteratur, 2003.

Senge, P. M. *Den femte disciplinen*, Thomson Fakta, 1990.

Vetenskapliga artiklar och fallbeskrivningar tillkommer.

Moment 2. Marknadsföring, 13.5 hp

Jobber, David, John Fahy, (2006) *Foundations of Marketing*, 2nd edition, McGraw Hill Education Europe.

Palm, Lars (2006) *Kommunikationsplanering - en handbok på vetenskaplig grund*, Studentlitteratur

Moment 3. Försäljning, 6.0 hp

Futrell, C.M (2008), *Fundamentals of selling: Customers for life through service*, McGrawHill

Referenslitteratur till kursen:

Walkenbach, J. *Excel 2007 Bible*. John Wiley And Sons Ltd, Sverige, 2006. (Användbar för många kommande kurser).

Referenslitteratur är litteratur som breddar, fördjupar eller förtydligar ämnet. Den studerande förutsätts utnyttja dessa kunskapskällor och andra källor, framförallt under arbete med skriftliga rapporter och praktikfallsuppgifter.

Marknads- och affärsutveckling av mindre företag A (2FE094), 15 hp

SPA-programmet i Örnsköldsvik

Moment 1 Marknadsföring, 7.5 hp

Jobber, David, John Fahy, (2006) *Foundations of Marketing*, 2nd edition, McGraw Hill Education Europe.

Bonnedal, Karl-Johan, Tommy Jensen och Johan Sandström, (2006), *Ekonomi och moral – vägar mot ökat ansvarstagande*, Liber (kap 1-3, utvalda exempel ur kap 4-6, kap 7-8, totalt cirka 200 sidor)

Artiklar tillkommer enligt anvisningar vid kursintroduktionen,

Moment 2 Entreprenörskap, 7.5 hp

Klofsten, Magnus, *Affärsplattformen. Entreprenören och företagets första år*. SNS Förlag 2002.

Landström, Hans, *Entreprenörskapets rötter*. Studentlitteratur 2005.

Normann, Richard, *När kartan förändrar landskapet*. Liber Ekonomi 2001.

Artiklar tillkommer.

Referenslitteratur till kursen:

Backman, Jarl. *Rapporter och uppsatser*, senaste upplagan. Studentlitteratur.

Referenslitteratur är litteratur som breddar, fördjupar eller förtydligar ämnet. Den studerande förutsätts utnyttja dessa kunskapskällor och andra källor, framförallt under arbete med skriftliga rapporter och praktikfallsuppgifter.

Global Challenges – Foundation for a Sustainable Society I, (2FE005) 15 ECTS

Master's programkurs in Sustainable Management (Örnsköldsvik)

Module 1. Global Warning, 7.5 ECTS

Textbook:

Boddy, David (2002) *Managing Projects. Building and Leading the Team*. Prentice Hall: Harlow, UK.

Compendium of Articles:

Friedman, Milton (1970) "The Social Responsibility of Business is to Increase its Profits", *The New York Times Magazine*, September 13.

Gladwin, Thomas N., Kennelly, James J., & Krause, Tara-Shelomith (1995) "Shifting Paradigms for Sustainable Development: Implications for Management Theory and Research", *Academy of Management Review*, 20 (4), 874-907.

Hoffman, Andrew J. (2005) "Climate Change Strategy: The Business Logic Behind Voluntary Greenhouse Gas Reduction", *California Management Review*, 47 (3), 21-46.

Max-Neef, Manfred A. (2005) "Foundations of transdisciplinarity", *Ecological Economics*, 53, 5-16.

Norman, Wayne & MacDonald, Chris (2004) "Getting to the Bottom of 'Triple Bottom Line'", *Business Ethics Quarterly*, 14 (2), 243-262.

Porter, Michael, & van der Linde, Claas (1995) "Green and competitive", *Harvard Business Review*, September-October, 120-134.

Robèrt, Karl-Henrik, Schmidt-Bleek, Bio, Aloisi de Lardereel, Jacqueline, Basile, George, Jansen, J. Leo, Kuehr, Ruediger, Thomas, Peter Price, Suzuki, Motoyuki, Hawken, Paul & Wackernagel, Mathis (2002) "Strategic sustainable development - selection, design and synergies of applied tools", *Journal of Cleaner Production*, 10, 197-214.

Sandström, Johan (2005) "Extending the discourse in research on corporate sustainability", *International Journal of Innovation and Sustainable Development*, 1 (1/2), 153-167.

Smith, N. Craig (2003) "Corporate Social Responsibility. Whether or How?", *California Management Review*, 45 (4), 52-76.

Springett, Delyse (2003) "Business Conceptions of Sustainable Development: A Perspective from Critical Theory", *Business Strategy and the Environment*, 12, 71-86.

Starik, Mark & Rands, Gordon P. (1995) "Weaving an integrated web: Multilevel and Multisystem Perspectives of Ecologically Sustainable Organizations", *Academy of Management Review*, 20 (4), 908-935.

Additional readings will be assigned at the beginning of the module.

Module 2. Ecology and Environmental Science, 7.5 ECTS

Textbooks:

Bush, Mark B (2003) *Ecology of a Changing Planet*. Prentice Hall, Upper Saddle River, N.J. (latest edition). Sweden's environmental objectives – for the sake of our children, *de Facto*. (latest edition).

Additional readings will be assigned at the beginning of the module.

Global Challenges – Foundation for a Sustainable Society II, (2FE006) 15 ECTS

Master's programkurs in Sustainable Management (Örnsköldsvik)

Module 1. Environmental economic history, 7.5 ECTS

Textbooks:

Diamond, Jared (2006) Collapse. How Societies Choose to Fail or Survive, Penguin Books Ltd, London.
(latest edition)

McNeill, J.R. (2001) Something New under the Sun. An Environmental History of the Twentieth-Century World, W.W.Norton, New York, USA. (latest edition).

Articles will be added at the beginning of the module.

Module 2. Environmental Economics, 7.5 ECTS

Textbook:

Tietenberg, Tom (2003) Environmental and Resource Economics. Addison-Wesley, Reading, Mass.
Latest edition.

Articles will be added at the beginning of the module.