



**LUNDS UNIVERSITET**  
Lunds Tekniska Högskola

*Course syllabus*

## **Företagande för samhällsbyggare Business for the Built Environment**

**VFTF40, 7,5 credits, G2 (First Cycle)**

**Valid for:** 2023/24

**Faculty:** Faculty of Engineering, LTH

**Decided by:** PLED L

**Date of Decision:** 2023-04-20

### **General Information**

**Main field:** Technology.

**Compulsory for:** L3

**Language of instruction:** The course will be given in English

### **Aim**

The aim with the course is to provide students with the knowledge and skills required to be successful in the fields of real estate and the built environment in the future. The twin societal transition of green and digital calls for a holistic understanding of how organizations, both in the public and private sectors, operate, including a solid understanding of environmental and social issues, and an entrepreneurial mindset.

This course is a basic course preparing students for their further studies.

### **Learning outcomes**

*Knowledge and understanding*

For a passing grade the student must

Be able to:

- understand the foundations of business of organizational management, including strategic management, leadership, innovation management, marketing and accounting
- interpret the financial data of organizations, including balance sheets and income statements
- understand the role of built environment organizations in the ongoing societal transitions
- explain and describe basic concepts and theories in organization and management

### *Competences and skills*

For a passing grade the student must

Be able to:

- conduct strategic analyses of a business and its business environment
- identify a relevant research topic and work towards it as a team
- present their work in English both orally and in writing
- independently search for data from online resources

### *Judgement and approach*

For a passing grade the student must

Demonstrate the ability to:

- reflect on the ways to incorporate environmental and societal issues in organizational goals
- reflect on the special characteristics of organizations in the real estate and built environment field
- reflect on the role of culture and leadership in organizations
- identify their personal need for further knowledge, and take responsibility for their own learning

## **Contents**

The course introduces students to the world of business administrations, and discusses how organizations, particularly in the real estate and built environment field, are managed. The core topics on the course comprise corporate social responsibility (environmental and societal issues), strategy, leadership, marketing, financial accounting, management accounting, organizational culture, and innovation.

We study businesses' goals, conditions under which they operate, and management and analysis tools. Special focus is placed on strategic management. Societally critical topics, including corporate social responsibility and transforming societal needs due to the societal environmental and digital transition are widely discussed during the course.

A key part of the course (50 % of the grade) is a group project. Student groups will work towards a common goal to develop their creativity, critical thinking and collaborative skills. The group will jointly innovate a novel business plan, complete with the solution, vision, mission, strategic analyses, team, marketing plan, and budget. The groups will pitch their idea to the peer group and an expert panel during a Pitch Day at the end of the course.

The teaching comprises lectures, group work, exercises and seminars.

## **Examination details**

**Grading scale:** TH - (U,3,4,5) - (Fail, Three, Four, Five)

**Assessment:** Written examination (50%) Group Project (50%)

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.

## **Admission**

The number of participants is limited to: No

The course overlaps following course/s: VFT045, VFTF01

## **Reading list**

- Pride, W.M., Hughes, R.J. & Kapoor, J. : Foundations of Business, 6th ed. CENGAGE learning, 2019, ISBN: 978-1-337-38692-0.
- Complementary study material TBA at lectures.

## **Contact and other information**

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Course homepage: <http://www.lantm.lth.se>