

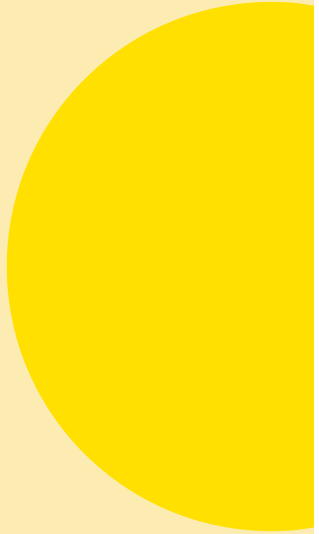
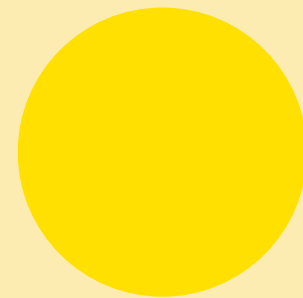
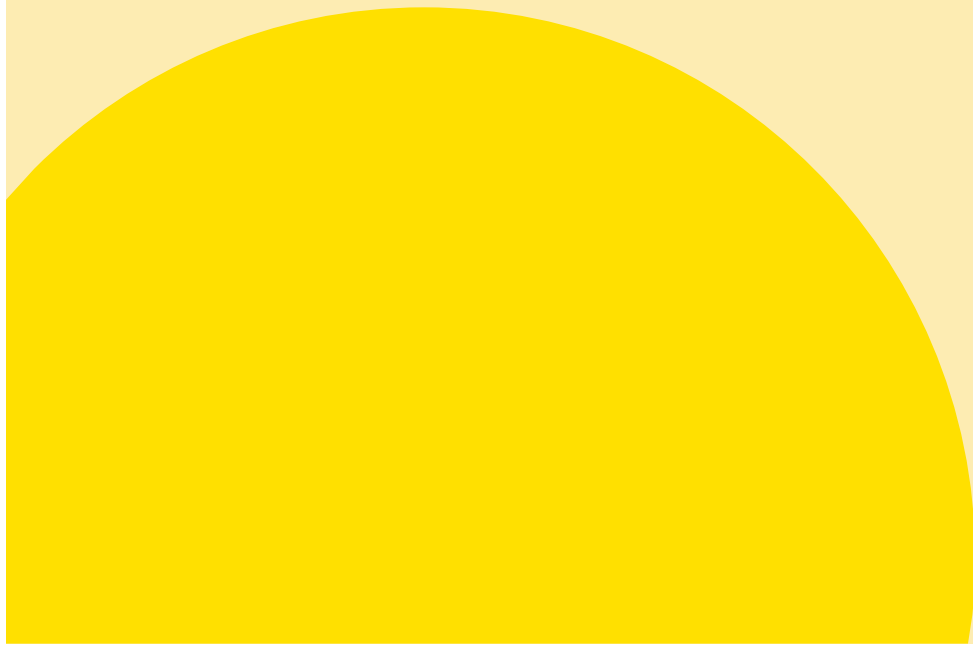
WELCOME!

**Entrepreneurship, Sustainability and Social
Change, 120 credits
Two-year Master programme
Fall 2026**

Today's agenda

- A brief overview of who we are and who you can contact
- A brief overview of the programme: aims, outcomes and structure
- Some practical information on digital tools and support systems at the university
- And, last but not least: **getting to know each other and the Swedish context (+ The Candy Tasting Game)**

Faculty memebrs working with the programme



Programme coordinator:

- That's me!
- Areas of responsibility: educational content and progression in the programme.
- My contact information: viktorija.kalonaityte@lnu.se

Teachers and tutors in various courses

In each course you will meet one or several of my colleagues, and over time you will also get to know them, as we are a small group of dedicated entrepreneurship scholars, working with the programme.

Typical roles: course coordinators, supervisors lecturers, and examiners

The fastest way to contact us is via email!

Administrative support

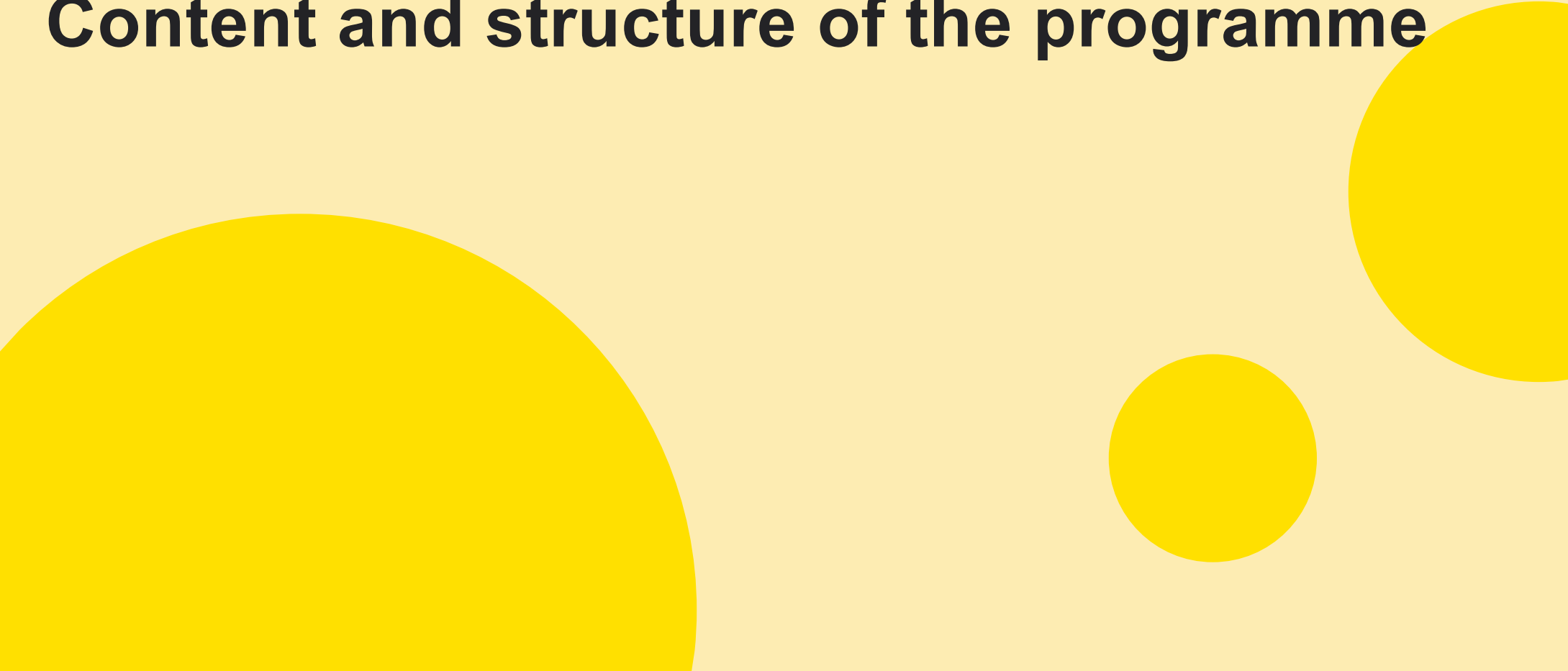
For example, registration, tuition, access to various systems.

All administrative questions to be sent to:

ekonomihogskolan@lnu.se

and they will direct you to the right person

Content and structure of the programme

Three large, solid yellow circles of varying sizes are positioned on the right side of the slide, partially overlapping the edge. One circle is in the upper right, another is in the lower right, and a third is in the bottom left corner.

Degree

Master of Science (120 credits) in Business and Economics with specialisation in Entrepreneurship, Sustainability and Social Change.

(Main field of study: Business Administration)

- After completing the degree studies, students will have developed knowledge and skills to be able to, independently, critically and on a scientific basis, understand entrepreneurial processes in all sectors of society: business, public sector and civil society.
- Societal relevance- The programme has a clear connection to the society, partly through the entrepreneurial projects that are carried out with actors from businesses, public sector or civil society.

Semester 1	Entrepreneurship as process and practice (7.5 credits)	Entrepreneurship and context (7.5 credits)	Sustainability, entrepreneurship and social change (7.5 credits)	Entrepreneurship and social change (7.5 credits)
Semester 2 (Alt 1)	Contemporary entrepreneurship research (15 credits)		Qualitative and Quantitative Methods and Applications (15 credits)	
Semester 2 (Alt 2)	Contemporary entrepreneurship research (15 credits)		Degree project (15 credits)	
Semester 3	Elective courses (30 credits)	(1) Studies abroad	(3) Courses within other programs with admission guaranteed	
		(2) Internship course	(4) Elective courses at LNU or other universities	
Semester 4	Degree project (30 credits)			

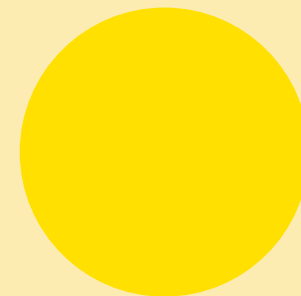
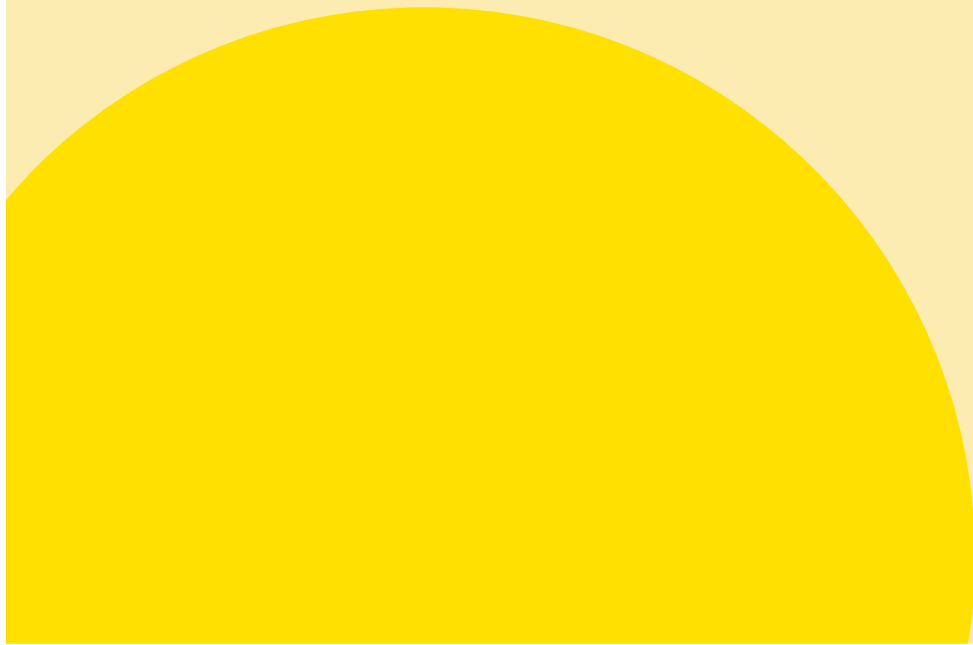


Other things to mention...

Typical for our educational system:

- Informal and dialogical
- Master's programmes typically quite academic
- Emphasis on independent work and thinking
- Few exams, a lot of written assignments and groupwork

Some practical information about the university



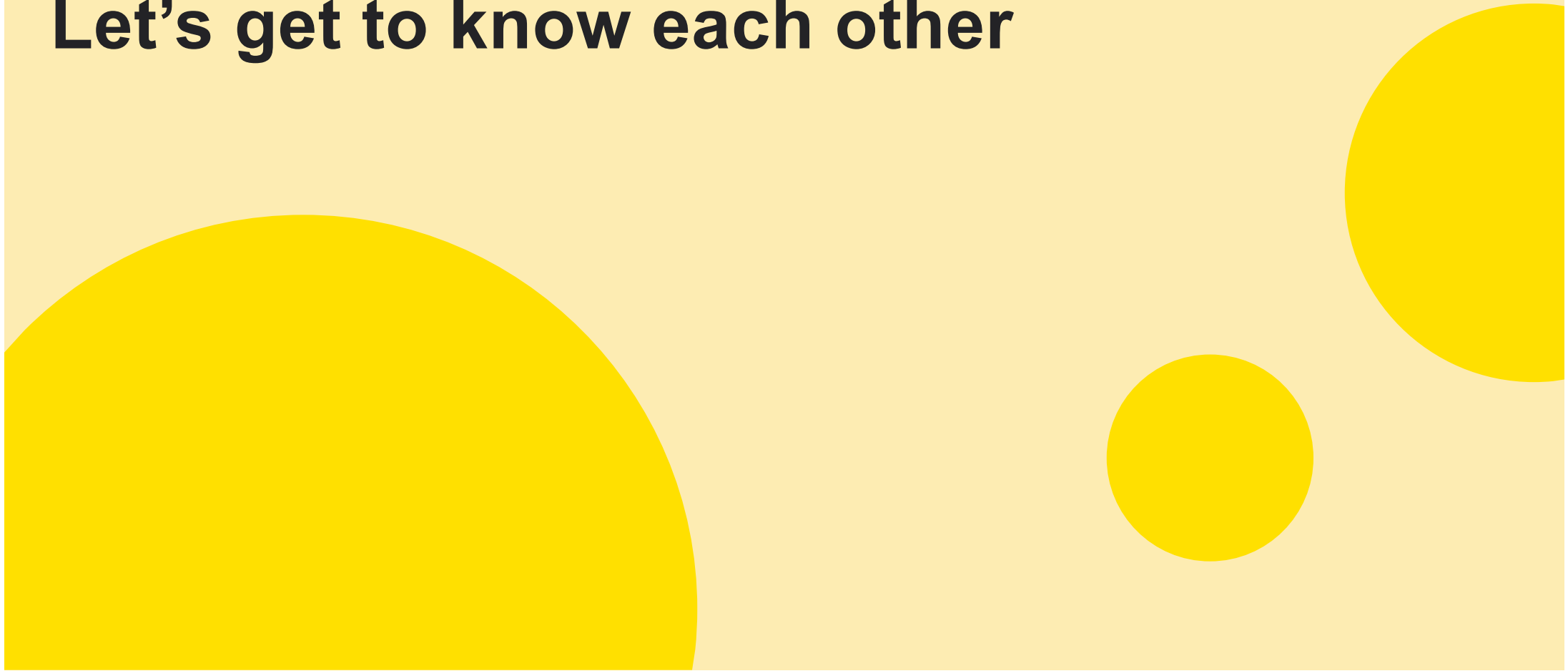
Digital infrastructure and support systems

- Various platforms such as Moodle.lnu.se and Ladok.lnu.se. Course information posted 1 week before in Moodle and 1 month before in TimeEdit
- Course literature: use university library (including e-books)
- You register for each semester online
- Student welfare office: <https://www.lnu.se/en/student/service-and-support/student-welfare/>
- Student union: <https://www.linnek.se>
- University library offers various forms of support in your studies and academic writing: <https://lnu.se/en/library/library-consultation/how-to-succeed-with-your-studies/>

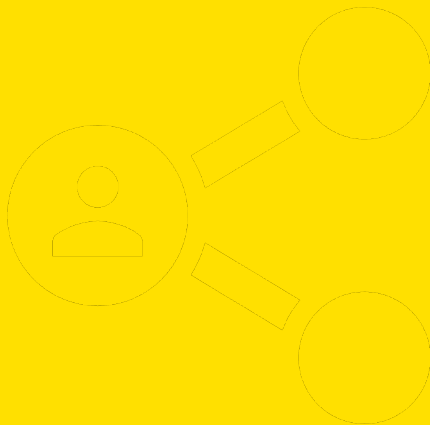
Important!

- Student representative at the programme council
 - A great opportunity!
 - You are paid for your hours.
 - See more information in My Moodle later today.

Let's get to know each other

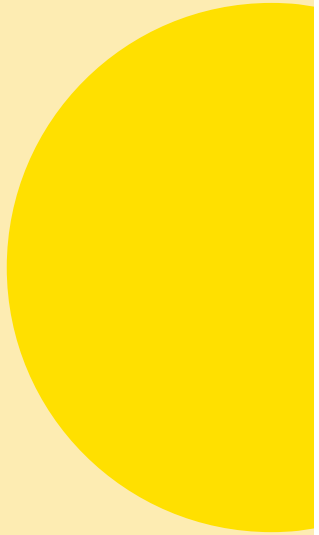
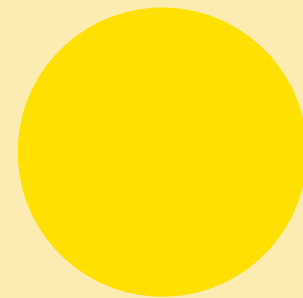
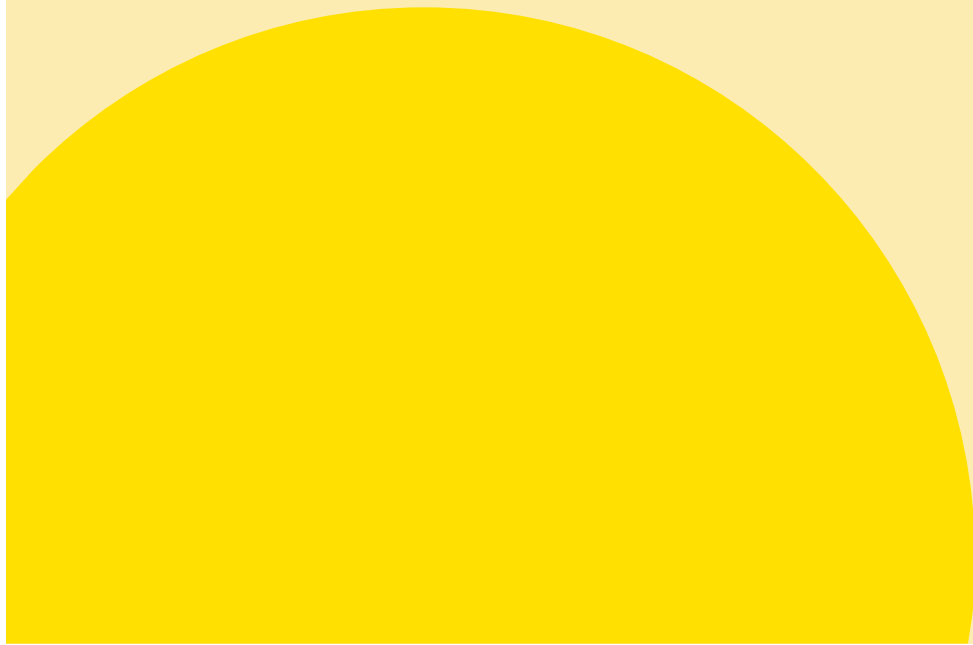


Interview session



1. Form pairs.
2. Decide who is going to be the “interviewer” and who will be the “subject”.
3. Interview the subject for three minutes and learn three interesting facts about your subject by asking specific questions.
 - Do not ask: “What are three interesting facts about you?”
 - Good questions examples are: “Where did you grow up?” “What do you like to do in your spare time?”
4. After three minutes, explain to the whole group what interesting facts you discovered.
5. Switch roles and repeat steps 3 and 4.

The Candy Tasting Game



Sweden is known for its love of candy

- Most supermarkets in Sweden sell something called "lösgodis", i.e. pick and mix candy. Big stores have a huge variety
- There is a tradition of buying candy for one's kids on Saturdays, called "lördagsgodis" (Saturday candy). The tradition was started in 1950s to reduce dental problems by encouraging families to limit sugar consumption to one day a week. This tradition is still going strong and any dentist in Sweden will talk about the importance of this even today.
- Another Swedish tradition is "fredagsmys", a way to end the work and school week by gathering to eat snacks together as family on Fridays. Some families have candy (although some are more conservative and save the candy for Saturdays).
- On average, a Swedish person consumes about 17 kg of candy per year

**Which will
be your favorite?**

Let's find out!

Linnæus University

