COURSE SYLLABUS

Digital Entrepreneurship, 7.5 credits

Digital Entrepreneurship, 7,5 högskolepoäng

Course Code:	JDER29	**Education Cycle:**	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Apr 4, 2019	**Disciplinary domain:**	Social sciences (75%) and natural sciences (25%)
Revised by:	Council for Undergraduate and Masters Education May 2, 2023	**Subject group:**	FE1
Valid From:	Aug 19, 2024	**Specialised in:**	A1N
Version:	4	**Main field of study:**	Business Administration

Intended Learning Outcomes (ILO)

On completion of the course the student will be able to:

Knowledge and understanding

1. Outline entrepreneurial activities in their relation to relevant theories and models
2. Demonstrate understanding of entrepreneurial finance and funding of entrepreneurship

Skills and abilities

3. identify and act on venture opportunities in digital settings
4. identify and overcome challenges in developing new venture ideas
5. effectively communicate a venture idea
6. create and analyze plans for funding of entrepreneurial ventures

Judgement and approach

7. analyze and evaluate the feasibility of venture ideas
8. critically review literature in digital entrepreneurship, including the use of concepts and models

Contents

This course introduces the students to the field of entrepreneurship, with an emphasis on entrepreneurial activities in a digital context. The course gives students the opportunity to foster their own entrepreneurial skills and mindset. By exposing students to a unique learning environment, this course will challenge students to confront typical issues faced by today's entrepreneurs when exploring venture develop and assess business opportunities in digital settings. Practical, hands-on learning experiences will be complemented with academic reflection. This course will also expose the students to analytical and lateral thinking, behavioural flexibility, decision-making, oral and written communication, personal selling, stress management and acceptance of uncertainty, which are all important elements for developing an entrepreneurial mindset.

Areas covered are:

• the entrepreneurial mindset
• communicating venture ideas
• assessing the feasibility of venture ideas
• the process of entrepreneurship
• identifying and evaluating digital entrepreneurial opportunities

Connection to Research and Practice

The course builds on contemporary entrepreneurship theory and is closely aligned with JIBS strong tradition in entrepreneurship research. Studies of business growth and new venture creation has been a central pillar of the school since the start of the school and engages a large part of faculty. Entrepreneurial thinking is deeply ingrained in the culture of the school which is channeled back to the students in the course execution and the course emphasis on fostering entrepreneurial mindsets.

The course is designed to be closely related to practice. It is focused on training practical and hands-on processes of business creativity and new venture creation. The course normally involves a number of guest lecturers bringing in industry perspectives, reflections, experiences and practices. A central part of the course lets students practically develop entrepreneurial ideas and initiatives and communicate them to a panel of industry professionals.

Type of instruction

The course is designed to be highly interactive and demands that all students actively participate and take charge of their own learning process. Lectures, workshops, seminars, student presentations, guest lectures, and work with venture ideas provide input to this process.

The teaching is conducted in English.

Prerequisites

Bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university) with at least 30 credits in Business Administration and 30 credits in one (or a combination) of the following areas: Business Administration, Economics, Industrial Engineering and Management, Business Analytics, Informatics, Information Technology, Communication, Commerce (or the equivalent). Proof of English proficiency is required.

Examination and grades

The course is graded A, B, C, D, E, FX or F.

The ILOs are assessed through the following types of examination:

Group assignment (ILOs: 2, 3, 4, 5, 6) representing 3.5 credits
Individual assignments (ILOs: 1, 2, 6, 7, 8) representing 4 credits

Registration of examination:

Name of the Test	Value	Grading
Group assignment[1]	3.5 credits	A/B/C/D/E/FX/F

Individual assignments[I]	4 credits	A/B/C/D/E/FX/F

[I] All parts of the compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, the programme evaluators in the course must be contacted. In the middle of the course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course.

At the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course evaluation data and comments. The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluations.

At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarising. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author or source. Cutting and pasting (e.g. from Internet pages) is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarising called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

Literature

A list of articles will be supplied at the course introduction.