



COURSE SYLLABUS

JU World Solar Challenge: Project Management, Entrepreneurship, and Marketing - Part 1 (3), 15 credits

*JU World Solar Challenge: Projektstyrning, entreprenörskap och marknadsföring
- Del 1 (3), 15 högskolepoäng*

Course Code: TWPN16	Education Cycle: First-cycle level
Confirmed by: Dean Dec 9, 2016	Disciplinary domain: Social sciences
Valid From: Aug 1, 2016	Subject group: FE1
Version: 1	Specialised in: G2F
Reg number: JTH 2016/4882-313	Main field of study: Industrial Engineering and Management

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- have a basic understanding of projects as a working method involving management and coordination processes
- display knowledge of basic concepts and principles in the fields of entrepreneurship and business planning as well as marketing and branding
- understand the importance of entrepreneurship at the individual, organizational and societal level, as well as how an entrepreneurial mindset can be fostered and applied in various contexts
- explain the role of a business and marketing plan in the context of attracting venture capital or funds from sponsors

Skills and abilities

- apply methods and tools in project management
- display important entrepreneurial abilities such as sense of responsibility, entrepreneurial drive, problem-solving and communication skills, creativity, self-initiative and teamwork
- develop a marketing plan as part of a business plan as well as measure marketing plan performance
- communicate effectively and professionally both internally (across the venture's disciplines and functions) and externally with the venture's stakeholders

Judgement and approach

- understand his/her own entrepreneurial potential, as well as his/her own role and influence in an entrepreneurial project team
- reason about organizations' social responsibility (CSR) in a branding context as well as include relevant CSR elements into the marketing plan
- understand the importance of, and challenges associated with, an effective internal

communication across the venture's disciplines and functions, and a professional communication with the venture's stakeholders

Contents

The course provides the student with knowledge and skills in project management, entrepreneurship and marketing by combining theory with entrepreneurial learning and action in the context of a unique real-life cross-disciplinary entrepreneurial venture and project. The project is called "JU World Solar Challenge;" it involves developing and constructing a competitive solar-powered electric car as well as planning and participating in the "World Solar Challenge 2017" – a solar car race through Australia. Mastering the project requires the student to run and develop the entrepreneurial venture "JU Solar Team" – the fundamental identity behind "JU World Solar Challenge" – whose core activity consists of planning and executing the project. The student will at the same time be an ambassador for Jönköping University (JU), contributing to JU's efforts to use JU Solar Team and JU World Solar Challenge to further develop its brand both in Sweden and abroad.

The course contains the following elements:

Project management

- Project organization
- Project planning
- Project execution
- Project plan, demand and solution description
- Project documentation

Entrepreneurship

- Entrepreneurship as societal phenomenon in various contexts
- Entrepreneurial processes, thinking and activities
- The firm's stakeholders
- The role of business planning in the firm (mission, vision, business idea, business strategy etc.)

Marketing and communication

- Basic marketing concepts and principles
- Brand building and branding strategies
- CSR (Corporate Social Responsibility)
- Marketing plan as important part of a business plan
- Message strategy

Type of instruction

The learning is primarily based on self-study of the academic and popular scientific literature as well as applied individual and group project work. The tasks performed by the student contribute to developing and marketing JU Solar Team as well as planning and executing JU World Solar Challenge. The learning process is supported by lectures, seminars, workshops and supervision held by experienced instructors. The project work requires continuous deliveries and status reports on the part of the student. Ability to work in a team is essential for mastering the course.

The teaching is conducted in English.

Prerequisites

General entry requirements and completed courses 60 credits from engineering programs, media and communication science programs or business/economics programs (or the equivalent).

Examination and grades

The course is graded Fail (U) or Pass (G).

The final grade will be based on active participation in project work and participation in mandatory events.

Registration of examination:

Name of the Test	Value	Grading
Examination	15 credits	U/G

Other information

Interviews with selected candidates will be conducted.

Course literature

The literature list for the course will be provided one month before the course starts.

Barringer, B.R. & Ireland, D. (2015). *Entrepreneurship: Successfully Launching New Ventures*, 5th ed. Prentice Hall International. ISBN: 9781292095370.

Burk Wood, M. (2014). *The Marketing Plan Handbook* 5th ed. Pearson Education Limited. ISBN: 9781292021676.

Luther, W.M. (2011). *The Marketing Plan: How to Prepare and Implement It*. American Management Association. ISBN: 9780814416938.

Tonnquist, B. (2016). *Project Management* 3rd ed. Sanoma Utbildning. ISBN: 9789152341148.