



## KURSPLAN

# Affärsplanering och entreprenörskap, 6 högskolepoäng

*Business Planning and Entrepreneurship, 6 credits*

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<b>Kurskod:</b>	TBPG17	<b>Utbildningsnivå:</b>	Grundnivå
<b>Fastställd av:</b>	VD 2016-03-01	<b>Utbildningsområde:</b>	Tekniska området (95%) och samhällsvetenskapliga området (5%)
<b>Reviderad av:</b>	Utbildningschef 2017-02-14	<b>Ämnesgrupp:</b>	IE1
<b>Gäller fr.o.m.:</b>	2017-03-20	<b>Fördjupning:</b>	G1N
<b>Version:</b>	2	<b>Huvudområde:</b>	Industriell organisation och ekonomi
<b>Diarienummer:</b>	JTH 2017/745-313		

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### Lärandemål

After completing the course, the student shall

#### Kunskap och förståelse

- demonstrate knowledge and comprehension of basic concepts and principles in business planning and entrepreneurship
- demonstrate knowledge and comprehension of the role of entrepreneurship at several different and connected levels; the individual, the organizational and the societal

#### Färdighet och förmåga

- demonstrate the ability to search, evaluate and critically interpret information regarding entrepreneurship and business planning
- develop important entrepreneurial abilities such as sense of responsibility, entrepreneurial drive, problem-solving and communication skills, creativity, self-initiative and teamwork
- demonstrate the ability to identify, formulate, and critically analyse relevant problems which an entrepreneur or business manager could encounter when starting or running a business
- demonstrate the ability to develop and present a business idea and business plan, both individually and as part of an entrepreneurial project team

#### Värderingsförmåga och förhållningssätt

- demonstrate an understanding of one's own entrepreneurial potential, as well as become aware of one's own role and influence in an entrepreneurial project team
- demonstrate the ability to suggest and compare different alternatives for designing, managing and developing entrepreneur ventures
- demonstrate the ability to evaluate consequences and risks connected to starting a business or internal project and suggest relevant practical solutions

### Innehåll

The course provides basic knowledge in business planning and entrepreneurship.

The course includes the following elements:

#### *Entrepreneurship*

- Developing entrepreneurship as theoretical concept
- Entrepreneurship as part of society
- Entrepreneurial processes, philosophies, and activities
- Links to adjacent concepts: innovation, progress and creativity
- How ideas and possibilities originates and evolves to a business activity in current or new organizations

#### *Business Planning*

- Product, investment and profitability calculation
- Development of a business plan
- The role of business planning in a company
- The content of a business plan
- The process of establishing a business plan
- Stakeholders in and around a company
- Creating a vision, a mission and business idea
- The role of business strategy
- Risk analysis
- Different perspectives on entrepreneurship in new and current companies

### **Undervisningsformer**

Instruction consists of lectures, exercises, a seminar and a group project assignment.

Undervisningen bedrivs på engelska.

### **Förkunskapskrav**

Grundläggande behörighet samt Engelska 6, Fysik 1, Kemi 1, Matematik 3c. Eller: Engelska B, Fysik A, Kemi A, Matematik D (eller motsvarande kunskaper).

### **Examination och betyg**

Kursen bedöms med betygen 5, 4, 3 eller Underkänd.

The final grade for the course is based upon a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Examination	2 hp	5/4/3/U
Projekt	2 hp	5/4/3/U
Seminarier och rapporter	2 hp	U/G

### **Kurslitteratur**

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

Title: Effectual Entrepreneurship, 2nd Edition, 2016

Author: Stuart Read, Saras Sarasvathy Nick Dew, Robert Wiltbank

ISBN 978 113 892 3782