



JÖNKÖPING UNIVERSITY  
Jönköping International  
Business School

**Dear Master student,**

I would like to take this opportunity to welcome you to the Master of Science program in *Strategic Entrepreneurship*, provide you with some initial information regarding your first two courses and make sure that your time at Jönköping International Business School (JIBS) is both enjoyable and productive. I am very happy that you chose this program and I can assure you that I, together with my colleagues, will make our most to give you a great education and experience here at JIBS.

The program starts on Monday the 20<sup>th</sup> of August with a formal roll call and program information. The whole first week, 20-24<sup>th</sup> of August, is devoted to information sessions, program-unique lectures and social events to introduce you to your program and our school. It is vital that you **attend all information sessions and lectures** and we also recommend you to take part in social events to speed up the process of feeling at home here at JIBS.

The Strategic Entrepreneurship program focuses on improving your entrepreneurial effectiveness, both for creating and launching new startups and for identifying and developing new opportunities in existing organizations. This includes challenges for venture creation as well as how companies can revive their entrepreneurial spirit to achieve strategic renewal. By building on state-of-the-art research results as well as on conducting practical projects and gaining start-up experience, this program addresses how organizations at any stage of maturity can be innovative and benefit from entrepreneurial thinking. The education is designed to prepare you for starting your own business as well as for international careers in business development positions.

I – Daniel Pittino – as program director am responsible for the overall quality and development of the program. You are more than welcome to get in touch with me with questions regarding the program at any time. Questions regarding particular courses must, however, be sent directly to course examiners.



**Daniel Pittino**

Associate Professor in Business Administration  
Program Director JIBS  
[daniel.pittino@ju.se](mailto:daniel.pittino@ju.se)

In the meantime, let me give you a short description of the first two courses and the faculty involved:

## 1) Entrepreneurship: Person & Process

The course provides an understanding of different contents, roles and contexts of entrepreneurship, and helps students to develop their entrepreneurial mindsets through critical reflection and practical experimentation. As entrepreneurship is a process, the course focuses on 'entrepreneurship' as the practices underlying entrepreneurial activities.

Areas covered are: different perspectives on entrepreneurship in new and existing organizations, entrepreneurial creativity, business opportunities and developing venture ideas.

### Course literature:

**Nielsen, S.I; Klyver, K; Evald, M,B & Bager, T (2012 or later): Entrepreneurship in Theory and Practice; Paradoxes in Play. Edward Elgar.**

**A list of selected readings will be posted on the course page.**

The examiner and core teacher is Professor Leona Achtenhagen:



[leona.achtenhagen@ju.se](mailto:leona.achtenhagen@ju.se)

More information about the course can be found on our website.

## 2) Entrepreneurial Growth

For many entrepreneurs growth is the ultimate reward. Not only does growth provide a possible positive return for all money and time spent but it is also an important indicator that the products and services provided are appreciated in the market place. At the same time, growth creates new challenges that have to be met. In the growth and development of the new venture, both the firm and its founder(s) are likely to go through some considerable transitions. An established company cannot be managed in the same way as a very small start-up. In this course we focus on managerial issues during different phases of the new venture's expansion and transitions.

Selected readings of relevant articles will be assigned for each aspect covered in the course. The examiner and core teacher is Associate Professor Karin Hellerstedt:



[karin.hellerstedt@ju.se](mailto:karin.hellerstedt@ju.se)

More information about the course can be found on our website.

**We look forward to seeing you in August!**

**/Daniel and the teaching team of Strategic Entrepreneurship**