



JÖNKÖPING UNIVERSITY
International Business School

Jönköping, 30th May 2022

Dear Strategic Entrepreneurship student,

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

Over the next two years we will strive to improve your entrepreneurial effectiveness, both in creating and launching new start-ups and in identifying and developing opportunities within existing organizations.

The introduction week will take place during August. During this week there will be mandatory roll call (precise details will be clarified in a separate message) where I will have the opportunity to meet you all in person. I look forward to seeing you then!

The introduction week is devoted to information sessions, lectures, and social events to introduce you to your program and our school. It is vital that you attend all information sessions and lectures. We also recommend you take part in social events to speed up the process of your feeling at home here.

The student web is a useful source of information regarding courses and other university related activities <https://ju.se/student/en.html>.

Most Covid-related restrictions have now been lifted and we are happy to have returned to on-campus teaching. You can read about our latest policies are posted at the regularly updated site: <https://ju.se/en/about-us/jonkoping-university/information-material/updated-information-regarding-the-coronavirus.html>.

As programme director I am responsible for the overall quality and development of the programme. You are more than welcome to get in touch with me with questions regarding the programme. However, questions regarding specific courses should be sent directly to course examiners.

Let me give you a short description of the first two courses and the faculty involved:

Entrepreneuring: Person and Process

Course code: ENRR23

The course introduces entrepreneurship and helps students to find their entrepreneurial mindsets through critical reflection and practical experimentation. As entrepreneurship is a process, the course focuses on 'entrepreneuring' as the practices underlying entrepreneurial activities. Areas covered are (1) different perspectives on entrepreneurship in new and existing organizations; (2) entrepreneurial creativity, new venture ideation, and pitching; (3) the process of entrepreneurship; and (4) sustainability and entrepreneurship.

Course literature

Compendium: A list of selected readings will be posted on the course page. These readings serve to develop a more critical understanding of entrepreneurial processes and activities.

Course syllabus

https://ju.se/sitevision/proxy/en/study-at-ju/courses.html/svid12_1d3e065914e1abebf6732fa/-258478183/en/course_syllabuses/JEPS21.pdf?revision=1%2C000

Course Examiner



Thomas Cyron

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Entrepreneurial Growth

Course code: ENOR23

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 marketplace. At the same time, growth creates new challenges that must 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. Successful entrepreneurship requires more than luck and money. It is a process involving creativity, opportunity identification, resource acquisition, planning and management. The different modules of the course follow the entrepreneurial process of expanding a new venture.

Course literature

Students will be informed of the readings at the introduction of the course.

Course syllabus

<http://utils.kursinfo.hj.se/Syllabus/course?courseCode=ENOR23&format=html&revisionNr=4%2c&lang=eng>

Course Examiner



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Senior Associate Professor in Business Administration

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We look forward to seeing you in August!

A handwritten signature in black ink, appearing to read 'Ryan Rumble'.

Ryan Rumble

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