

COURSE SYLLABUS

Entrepreneurial Creativity, 7.5 credits

Entrepreneurial Creativity, 7,5 högskolepoäng

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|---------------|--|----------------------|-------------------------|
| Course Code: | ENBN13 | Education Cycle: | First-cycle level |
| Confirmed by: | Council for Undergraduate and Masters Education Jan 4, 2013 | Disciplinary domain: | Social sciences |
| Revised by: | Director of Education Oct 22, 2014 | Subject group: | FE1 |
| Valid From: | Aug 24, 2015 | Specialised in: | G2F |
| Version: | 3 | Main field of study: | Business Administration |
| Reg number: | 2015/1651-313 IHH | | |

Intended Learning Outcomes (ILO)

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

Knowledge and understanding

1. understand decision-making processes during opportunity identification, evaluation and implementation in entrepreneurial context;
2. understand the role of creativity in entrepreneurial process.

Skills and abilities

3. Articulate the difference between different decision-making modes;
4. Acquire, assess and analyse data necessary to perform feasibility analyses;
5. Select the appropriate form of a feasibility analysis depending on the opportunity type.

Judgement and approach

6. Assess creativity of their entrepreneurial decisions, i.e. assess whether suggested solutions are both novel and appropriate.

Contents

Theoretical concepts, definitions, meanings and implications of "the entrepreneurial way to make decisions"; methods of creative problem-solving; individual and team creativity in entrepreneurial/organisational contexts; fit between type of opportunity and appropriate decision-making mode; identifying and refining opportunity; evaluating the feasibility of a business idea will all be part of the course.

Type of instruction

Interactive lectures based on active student participation; "hands-on" approach to decision-making in entrepreneurial settings, i.e. students are supposed to identify an opportunity, refine it and evaluate the feasibility of the venture idea. Students are also meant to reflect on their own cognitive process while making a decision of opportunity identification and evaluating the feasibility of the ensuing business idea.

The teaching is conducted in English.

Prerequisites

60 credits in Business Administration or Economics (or the equivalent).

Examination and grades

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

The evaluation process is done during the course. This course has no final exam. Therefore the attendance to each lecture and seminar is particularly important. The ability to apply theoretical knowledge to practice (Knowledge and Understanding) is demonstrated through Assignments 1-3 (40% of the course grade). The ability to creatively apply students knowledge in entrepreneurial context (Skills and Abilities) is demonstrated through Assignments 5-7 (40% of the course grade). Finally, the capacity to assess creativity in the entrepreneurial decisions (Judgement and approach) is evaluated through Assignments 4 and 8 (20% of the course grade).

Registration of examination:

| Name of the Test | Value | Grading |
|------------------|-------------|----------------|
| Examination | 7.5 credits | A/B/C/D/E/FX/F |

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

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 plagiarizing. 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. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing 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

- Seeling T. (2012) in *Genius: A Crash Course on Creativity*, HarperOne: New York, 978-0062020703
- Compendium of articles