



COURSE SYLLABUS

Entrepreneurship, 15 credits

Entrepreneurship, 15 högskolepoäng

Course Code: JEPR23	Education Cycle: Second-cycle level
Confirmed by: Council for Undergraduate and Masters Education Apr 25, 2022	Disciplinary domain: Social sciences
Valid From: Aug 21, 2023	Subject group: FE1
Version: 1	Specialised in: A1N
	Main field of study: Business Administration

Intended Learning Outcomes (ILO)

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

Knowledge and understanding

1. demonstrate knowledge of and ability to critically assess core theories and models within the field of entrepreneurship
2. critically assess entrepreneurial activities relating to relevant theories and models as well as to Sustainable Development Goals

Skills and abilities

3. recognise entrepreneurial opportunities and challenges
4. craft and pitch venture ideas
5. evaluate the feasibility and market potential of a venture
6. develop entrepreneurial ideas towards enactment in practice
7. use relevant entrepreneurship tools

Judgement and approach

8. demonstrate an entrepreneurial mindset towards solving problems creatively
9. apply social skills pertinent to entrepreneurship in different contexts
10. reflect on their own 'entrepreneurial selves'

Contents

This course is designed to familiarise and train students in the practice of entrepreneurship. It is divided into three modules.

Module 1, Person & Process, develops students understanding of different aspects and contexts of entrepreneurship as a basis for crafting their 'entrepreneurial selves' anchored within the framework provided by the Sustainable Development Goals of Agenda 2030. This is done through learning that is based on practical experimentation and critical reflection.

Entrepreneurship is a process, and therefore the course focuses on 'entrepreneurship' as the practices framing entrepreneurial activities.

Module 2, Creating a New Venture, builds upon module 1 and familiarises students with theory and skills pertinent to new venture creation in practice. Students will become familiar with the application of entrepreneurial tools in order to assess and develop their entrepreneurial ideas.

Module 3, Starting an Entrepreneurial Project, gives students the opportunity to practically apply these learnings in the creation of the students' own venture. Students receiving coaching and support throughout this module to aid the development of their entrepreneurial selves. By exposing students to a unique learning environment, this course will challenge students to confront typical issues faced by today's entrepreneurs. Students will be challenged to create a venture as a practical, hands-on learning experience, which is complemented with academic reflection. This course will also expose the students to analytical and lateral thinking, behavioural flexibility, decision-making, leadership, team building, oral and written communication, personal selling, stress management and acceptance of uncertainty, which are all important elements for developing entrepreneurial selves.

The course provides students the opportunity to further develop their entrepreneurial selves through reflective experimentation. Focus is put on practical activities related to developing new venture ideas, while critically reflecting about these activities relate to relevant theoretical insights. Areas covered are:

- assessing the feasibility of venture ideas
- developing new venture ideas towards launch
- testing hypotheses about the venture idea and iterating the idea based on the results
- legal forms of ventures
- new venture marketing

Connection to research and practice

This course benefits from JIBS' excellence in research on the entrepreneurial process and context and combines this with insights gained at its Media, Management and Transformation Centre (MMTC) in relation to sustainability and the need for sustainable entrepreneurship. The course is conducted in tight collaboration with Science Park Jönköping and makes use of different practical state-of-the-art tools for generating, developing, and pitching venture ideas. With its focus on entrepreneurship, this course is tightly connected to JIBS' core research area of entrepreneurship. Several of its entrepreneurship faculty are involved in delivering this course, ensuring its anchoring in state-of-the-art research on entrepreneurship and entrepreneurship education. The course is practically oriented not only in that it focuses on students' work on their own venture ideas, but it also involves several guest lecturers from practice. The final pitches are evaluated by a jury comprising JIBS teachers as well as representatives from Science Park and ALMI, with seed funding awarded to the most promising venture ideas.

Type of instruction

The course is designed to be highly interactive and demands that all students actively participate and take charge of their own learning process. Lectures, seminars and workshops, student presentations, guest lectures, and project work provide input to this process.

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Business Administration (or the equivalent), (i.e. the equivalent of 180 ECTS credits at an accredited university).

Examination and grades

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

ILOs are assessed via the following examinations:

Module 1:

- Individual written examination (ILOs: 1, 2, 3, 7, 10), representing 2 credits
- Active participation and project work, individually assessed (ILOs: 1, 2, 3, 4, 5, 6, 7, 10), representing 3 credits
- Venture project, individually graded (ILOs: 4, 5, 6, 7 & 8), representing 1 credit

Module 2:

- Individual written assignments (ILOs: 1, 2, 3, 7, 10), representing 3 credits
- Venture project, individually graded (ILOs: 4, 5, 6, 7 & 8), representing 2 credits

Module 3:

- Venture project, individually graded (ILOs: 4, 5, 6, 7 & 8), representing 2 credits
- Pitch of venture idea, individually graded (ILOs: 7, 8, 9), representing 2 credits

Registration of examination:

Name of the Test	Value	Grading
Module 1: Individual written assignments ¹	2 credits	A/B/C/D/E/FX/F
Module 1: Active participation and project work, individually assessed ¹	3 credits	A/B/C/D/E/FX/F
Module 1: Venture project, individually assessed ¹	1 credit	A/B/C/D/E/FX/F
Module 2: Individual written assignments ¹	3 credits	A/B/C/D/E/FX/F
Module 2: Venture project, individually graded ¹	2 credits	A/B/C/D/E/FX/F
Module 3: Venture project, individually graded ¹	2 credits	A/B/C/D/E/FX/F
Module 3: Pitch of venture idea, individually graded ¹	2 credits	A/B/C/D/E/FX/F

¹ All parts of compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of examination in the course (0-100 points). Grade is set in accordance with JIBS grading policy.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, the programme evaluators in the course must be contacted. In the middle of the course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course.

At the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course evaluation data and comments. The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluations.

At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

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

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

Recommended reading

Osterwalder, A. and Pigneur, (2009 or later): Business Model Generation.