

COURSE SYLLABUS

New Venture Creation, 5 credits

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Course Code: J2NVCY	Education Cycle: Second-cycle level
Confirmed: Mar 25, 2026	Disciplinary domain: Social sciences
Valid From: Aug 31, 2026	Subject group: Business Administration
	Specialised in: A1N Second cycle, has only first-cycle course/s as entry requirements
	Main field of study: Business Administration

Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

Knowledge and Understanding

1.1 Demonstrate current, advanced, and specialised knowledge (concepts, theories, frameworks) in the course content, applying and integrating this expertise to solve complex problems.

Skills and Abilities

3.1 Produce well-structured, professional materials that demonstrate academic proficiency and adapt style and terminology to the target audience.

3.3 Lead and collaborate within diverse teams, showing intercultural competence, networking skills, and professionalism.

Judgement and Approach

5.2 Appraise relevant emerging trends and technologies to formulate strategies and decisions for applying innovations in practice or in advanced problem solving.

Content

Every entrepreneurial journey involves dozens of critical decisions, many made under uncertainty with limited time. Each decision creates cascading effects throughout your venture. Make the wrong call on legal structure, and you face tax complications for years. Misjudge financing needs, and you run out of runway at the worst possible moment. Understanding the mechanics behind these choices is important to avoid stumbling.

Across five interconnected areas, you will develop the judgment needed to make foundational venture decisions. Technology & IP Strategy covers how to evaluate and protect the novel elements of a venture, including intellectual property considerations and protection strategies. Market mechanics addresses how ventures create and capture value through pricing, unit economics, and competitive positioning. Team & organisation explores how to structure a founding team and align goals across the organisation. Financial planning prepares you to manage a venture's capital needs, from early-stage cash flow to funding strategy. Legal & strategic foundations examines the implications of key structural choices around ownership, market entry, and long-term adaptability.

This course prepares you to navigate the key decision areas every new venture faces. When facing choices relating to IP, market positioning, team structure, finances, or legal foundations, you will be equipped to recognise the key variables at play and their long-term implications. The goal is not perfect foresight but competent judgment—knowing what matters, when it matters, and where to focus your limited time and resources.

Connection to Research

While primarily practice-oriented, the course is grounded in entrepreneurship and innovation research, particularly within JIBS' focus areas of entrepreneurship and ownership. The frameworks and decision tools you work with reflect current scholarly understandings of venture creation, and you are expected to critically evaluate these, rather than apply them mechanically.

Connection to Practice

New venture creation is inherently practical, and this course is designed to reflect that. You will apply frameworks and decision tools to your own venture ideas, developing judgment through hands-on engagement with the kinds of choices real founders face.

Connection to Ethics, Responsibility, Sustainability (ERS)

Founding a venture involves navigating situations where interests conflict, stakes are high, and right answers are rarely obvious. Through teamwork and collaborative decision-making, you will practice handling the interpersonal and ethical dimensions of venture creation—such as equity distribution, role clarity, and accountability. Learning to work through disagreements to make principled decisions under uncertainty is treated as a core entrepreneurial competency in this course.

Type of Instruction

The course is taught on campus, through lectures and seminars. It includes individual and group work.

Attendance is expected for scheduled on-campus sessions and may be compulsory for some sessions.

Language of instruction is English.

Entry Requirements

The applicant must hold the minimum of a Bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university) with at least 15 ECTS in business administration. Proof of English proficiency is required.

Examination and Grades

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

Individual written assignment (ILOs: 1.1, 3.1, 5.2). The written assignment consists of: (1) reflective elements where you need to display, apply, and integrate your knowledge with experiences gained from engaging in a venture project, and (2) professional documentation necessary for the incorporation of a venture.

Group assignment (ILOs: 3.3, 5.2), representing 1 credit. The group assignment exposes you to multiple scenarios in which you can identify your strengths and weaknesses in teamwork and improve your engagement over several iterations.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual written assignment ¹	4 credits	A/B/C/D/E/FX/F
Group assignment	1 credit	G/U

¹Determines the final grade of the course, which is issued only when all course units have been passed.

Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you

are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act 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 use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

A reading list of articles and case studies will be made available at the start of the course. Each lecture refers to academic articles and particular cases.