JÖNKÖPING UNIVERSITY
School of Engineering

COURSE SYLLABUS

JU World Solar Challenge: Project Management, Entrepreneurship, and Marketing - Part 2 (3), 15 credits

JU World Solar Challenge: Projektstyrning, entreprenörskap och marknadsföring - Del 2 (3), 15 högskolepoäng

Course Code:	T1JWSW	Education Cycle:	First-cycle level
Confirmed:	Sep 01, 2025	Disciplinary domain:	Social sciences
Revised:	Sep 29, 2026	Subject group:	Business Administration
Valid From:	Jan 18, 2027	Specialised in:	G1F First cycle, has less than 60 credits in first-cycle course/s as entry requirements
		Main field of study:	Industrial Engineering and Management

Intended Learning Outcomes (ILO)

On completion of the course the student shall:

Knowledge and Understanding

- display knowledge of the importance of entrepreneurship at the individual, organizational and societal level, as well as how an entrepreneurial mindset can be fostered and applied in various contexts
- demonstrate comprehension of integrated marketing communication (IMC) strategies for building the JU Solar Team (JUST) brand, image and reputation
- show familiarity with projects as a working method involving management and coordination processes (e.g. project communication and logistics)

Skills and Abilities

- demonstrate important entrepreneurial skills such as sense of responsibility, entrepreneurial drive, problem-solving and communication skills, creativity, self-initiative and teamwork
- demonstrate the ability to communicate effectively and professionally internally (across JUST's disciplines and functions) and with JUST's external stakeholders
- demonstrate the ability to plan and execute JUST IMC campaigns using market research, media planning and creative resources in a cost-effective way
- demonstrate skills of integrating advertising, guerrilla marketing, sponsorship, PR and events into the marketing mix to connect the JU Solar Team brand with targets in a compelling way

Judgement and Approach

- demonstrate an understanding of his/her own entrepreneurial potential, as well as his/her own role and influence in an entrepreneurial project team
- demonstrate the ability to critically evaluate the role of IMC in building the JUST brand equity in the medium and long term
- demonstrate an understanding of the importance of, and challenges associated with, an effective internal communication across the venture's disciplines and functions, and a professional communication with the venture's stakeholders

Content

The course provides the student with knowledge and skills in entrepreneurship and marketing by combining theory with entrepreneurial learning and action in the context of a unique real-life cross-disciplinary entrepreneurial venture and project. The project is called "World Solar Challenge" (WSC); it involves developing and constructing a competitive solar-powered electric car as well as planning and participating in

the “World Solar Challenge 2017” – a solar car race through Australia. Mastering the project requires the student to run and develop the entrepreneurial venture “JU Solar Team” – the fundamental identity behind the World Solar Challenge – whose core activity consists of planning and executing the project. The student will at the same time be an ambassador for Jönköping University (JU), contributing to JU’s efforts to use JU Solar Team and the World Solar Challenge to further develop its brand both in Sweden and abroad.

The course contains the following elements:

Entrepreneurship

- Entrepreneurship as societal phenomenon in various contexts
- Entrepreneurial processes, thinking and activities
- New venture development
- Internal and external stakeholder management
- Sponsor acquisition and relationship management

Marketing and communication

- Marketing mix execution including brand activation
- Integrated marketing communication strategies and campaigns
- Event planning and management
- CSR (Corporate Social Responsibility)
- Media training

Project management

- Project organization
- Project planning
- Project execution
- Project documentation

Type of Instruction

The learning in the JUWSC course occurs (i) through self-study of the course literature and hands-on individual and group project work; and (ii) through seminars, workshops and coaching/supervision held by experienced instructors. The tasks performed by the student contribute to running, developing and marketing JUST as well as planning and executing the WSC. The project work requires continuous deliveries and status reports on the part of the student. Ability to work in a team is essential for mastering the course.

Language of instruction is Swedish or English.

Entry Requirements

General entry requirements and passed the course JU World Solar Challenge: Project Management, Entrepreneurship and Marketing - Part 1 (3), 15 credits.

Examination and Grades

The course is graded Pass (G) or Fail (U).

The final grade will be based on successfully completed individual and group assignments, active participation in project work, and participation in mandatory events.

Registration of examination:

Name of the Test	Value	Grading
Examination	15 credits	G/U

Other Information

Interviews with selected candidates will be conducted.

Course Literature

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

Barry, P. (2012). The Advertising Concept Book; Thames & Hudson, London.

Barringer, B.R. & Ireland, D. (2015). Entrepreneurship: Successfully Launching New Ventures, 5th ed. Prentice Hall International. ISBN: 9781292095370.
Fill, C. (2013). Marketing Communications: Brands, Experiences and Participation. Pearson Education Limited. ISBN: 978-0-273-77054-1.
Tonnquist, B. (2016). Project Management 3rd ed. Sanoma Utbildning. ISBN: 9789152341148.