

## COURSE SYLLABUS

### Purpose-driven Innovation, 5 credits

*Purpose-driven Innovation, 5 högskolepoäng*

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Course Code: J2PIET	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

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### Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

#### Knowledge and Understanding

1.2 Critically apply disciplinary knowledge to address complex issues in international contexts, while reflecting on its transferability and limitations across different settings.

#### Skills and Abilities

2.2 Critically analyse complex issues using theories and data and justifying solutions with rigorous, evidence-based reasoning.

#### Judgement and Approach

4.1 Integrate ethical and sustainability considerations into the critical evaluation of organisational, market, and/or policy issues.

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

### Content

The graveyard of failed innovations is full of products and services nobody wanted. Meanwhile, the problems that matter most—the ones standing between us and a regenerative, just world—go unsolved or get worse as markets flood with misguided solutions. Therefore, this course tackles a critical question: How do you identify problems worth solving before you waste months or years building something that misses the mark?

In this course, you will learn to combine discovery-first thinking with a (self-) critical mindset. On one hand, you will learn how to recognise, assess, and frame problems systematically through root cause analysis, interviewing, market sizing, and competitive landscape evaluation. On the other hand, we will expose you to a range of grand challenges that—if unresolved—might inhibit our future welfare. These challenges require a mindset that goes beyond spotting market gaps. One that can connect what is disconnected to break the perpetual cycle of mindless innovation. You will be asked to position yourself, define what value means to you, and start developing an entrepreneurial identity.

After completing this course, you can identify challenges worth solving, analyse them, and define clear and distinct problem spaces that enable subsequent exploration of solutions. These capabilities position you to reduce entrepreneurial risk and increase your likelihood of building solutions that the world needs.

### Connection to Research

The course builds on research at the intersection of entrepreneurship and design, covering concepts such as problem framing, design thinking, and entrepreneurship as an artifact-centred process. You will conduct research activities into real (customer) problems.

### Connection to Practice

The course introduces you to a range of state-of-the-art frameworks and methods that are commonly used in entrepreneurial practice, such as 5-Why's, root-cause analysis, Jobs-To-Be-Done, and customer interviewing.

### Connection to Ethics, Responsibility, Sustainability (ERS)

The course focuses on identifying and analysing economic, environmental, and social dimensions of problems. You will be asked to reflect upon your entrepreneurial identity and select problems that align with it.

## Type of Instruction

On-campus course sessions involve a mix of teacher-led input, followed by practicing and applying what you learn to your venture projects. Attending these sessions is important to learn about course concepts and their application to practice, the progress with your projects, and to succeed in the course. You will work individually and in groups.

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 exam (ILOs: 1.2), representing 1.5 credits. In-class examination testing your knowledge about course concepts, as well as their application and transfer.

Individual written assignment (ILOs: 1.2, 4.1, 5.2), representing 1.5 credits. In this assignment, you will draw connections between your work performed during the course and theoretical concepts introduced in class. You will also consider ethical and sustainability dimensions, as well as relevant emerging trends and technologies.

Group assignment (ILOs: 2.2, 4.1, 5.2), representing 2 credits. You will conduct primary and secondary research to identify problems that could entail entrepreneurial opportunities. The opportunities should be informed by data and take into consideration ethics, sustainability, and technological trends.

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 exam	1.5 credits	A/B/C/D/E/FX/F
Individual written assignment	1.5 credits	A/B/C/D/E/FX/F
Group assignment	2 credits	A/B/C/D/E/FX/F

## 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 will be made available at the start of the course. Each lecture refers to academic articles and particular cases.