JÖNKÖPING UNIVERSITY
Jönköping International Business School

COURSE SYLLABUS

Entrepreneurship and Economics for Sustainable Societies, 10 credits

Entrepreneurship and Economics for Sustainable Societies, 10 högskolepoäng

Course Code:	J1EAEF	Education Cycle:	First-cycle level
Confirmed:	Oct 07, 2026	Disciplinary domain:	Social sciences (75%) and Natural sciences (25%)
Valid From:	Jan 18, 2027	Subject group:	Economics
		Specialised in:	G1F First cycle, has less than 60 credits in first-cycle course/s as entry requirements
		Main field of study:	Economics, Business Administration

Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

Knowledge and Understanding

1.2 Relate disciplinary knowledge to broader trends and phenomena in society.

Skills and Abilities

2.3 Collect, interpret, and critically evaluate empirical material to support sound conclusions and recommendations.

3.2 Deliver clear and effective oral presentations, adapting to diverse audiences, and engaging in constructive dialogue.

3.3 Collaborate effectively in diverse teams, demonstrating intercultural competence,inclusiveness, and professional conduct.

Judgement and Approach

4.1 Evaluate decisions and practices from legal, ethical, and/or sustainability perspectives.

5.2 Identify, analyse and/or discuss opportunities and challenges in situation characterised by limited information and uncertainty.

Content

In this course, you will explore entrepreneurship as a transformative economic force, examining how entrepreneurs act as agents of change by mobilising resources, disrupting markets, introducing innovations, and driving long-term technological and structural change. Drawing on economic insights from innovation, competition, and growth theory, you will understand the entrepreneur's role at both the micro and macro levels — from individual venture creation to wider economic transformation.

Sustainability challenges serve as the unifying theme through which you will explore the opportunities and responsibilities of entrepreneurship. You will examine how environmental, social, and economic dimensions interact to create both constraints and opportunities for entrepreneurial action. You will look into why sustainability challenges persist by exploring market failures, collective action problems, and misaligned incentives, and investigate how entrepreneurial innovation and well-designed economic policies can drive sustainable and systemic change.

Throughout the course, you will develop an entrepreneurial mindset identifying and assessing opportunities under uncertainty, understanding strategic trade-offs, and navigating the broader responsibilities of value creation in society.

By the end of the course, you will have a solid understanding of how entrepreneurial action, economic reasoning, and institutional and policy environments work together to create lasting societal value. The course equips you with analytical tools and practical insights to think as both an analyst and a change-maker.

Connection to Research

This course is grounded in research on entrepreneurship as a driver of change, drawing on theories of innovation and uncertainty alongside research on market failures and the incentives needed to deliver more sustainable outcomes. You will engage with these frameworks directly, applying them to real businesses and testing what the evidence shows rather than accepting claims as true. The course connects JIBS's research strengths in entrepreneurship, renewal, and ownership, an area concerned with how new ventures and innovation drive economic change and create lasting value.

Connection to Practice

In this course you apply entrepreneurial and economic reasoning to real-world business cases and market conditions. You achieve this by adopting the perspective of an investor team assessing whether a business is genuinely worth investing in, evaluating firms' business potential, market conditions, and the policy environments they operate in. This mirrors how such judgements are made in practice: bringing different perspectives together as a team, weighing evidence under uncertainty, and presenting a case that holds up under scrutiny. Working this way builds analytical, collaborative, and argumentative skills relevant to entrepreneurship, business development, and economic analysis more broadly.

Connection to Ethics, Responsibility, Sustainability (ERS)

ERS is a core part of this course: it is the lens through which you make judgements. You apply ERS perspectives concretely, weighing environmental, social, and economic trade-offs in your investment decision for your sustainability portfolio. Responsibility also extends to how you work: cooperatively constructing measurable metrics for your investment case and planning successful communication strategies as a team. Making judgements together means taking ownership of your share of the decision and standing behind the team's shared conclusion. You will develop the ability to reflect on responsible decision-making, individually, as part of a team, and as a member of society, consistent with JIBS's guiding principles.

Type of Instruction

The course is taught on campus, through lectures, interactive workshops and an “Investors' Fair". It includes individual and group work.

Attendance is expected for scheduled on-campus sessions and will be compulsory for the workshop sessions.

Language of instruction is English.

Entry Requirements

General entry requirements and passed at least 30 ECTS in first-cycle courses in Business Administration or Economics and Proof of English proficiency is required.

Examination and Grades

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

The ILOs are assessed through the following examination form:

Individual written exam I & II (ILOs: 1.2, 4.1, 5.2), representing 5 credits. On-campus digital written examinations cover the topics addressed in the course, consisting of multiple-choice questions, some of which require more extensive reasoning.

Active workshop participation (ILOs: 1.2, 3.3, 4.1), representing 2 credits. On-campus workshops apply entrepreneurship and economic reasoning towards building more sustainable societies. You will submit documentation of workshop outcomes as proof of active participation. Full attendance is expected; at least 70% participation is required to pass.

Group assignment (ILOs: 2.3, 3.2, 3.3, 4.1, 5.2), representing 3 credits. Working in culturally diverse teams throughout the course, evaluating a potential investment in a sustainable business model. Assessment is based on a video presentation and participation in a Fair, including peer review.

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 I	2.5 credits	A/B/C/D/E/FX/F
Individual written exam II	2.5 credits	A/B/C/D/E/FX/F
Active workshop participation	2 credits	G/U
Group assignment	3 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 properlydeclaringordisclaiming 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 courseis 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.

Course literature will be announced at a later date.