

COURSE SYLLABUS

Entrepreneuring, 15 credits

Entrepreneuring, 15 högskolepoäng

Course Code: JEPR23	Education Cycle: Second-cycle level
Confirmed: Mar 24, 2025	Disciplinary domain: Social sciences
Valid From: Sep 01, 2025	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 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'

Content

In this Entrepreneuring course, you'll find an integrative approach that combines lectures, interactive seminars, workshops, and the practical development of your own venture, all woven together throughout the duration of the course. Lectures and insights from experienced academics and entrepreneurs will lay the conceptual groundwork, while seminars and workshops will encourage you to engage with the material actively, fostering a deeper understanding.

You won't have to wait to put theory into action. From the onset, the creation and refinement of your own entrepreneurial project will run parallel to your learning, ensuring continuous application of classroom knowledge. This blend of learning and doing is supported by ongoing personalized coaching, which will provide a scaffold for your development and help you overcome the unique challenges that arise.

As the course unfolds, it will systematically address the multifaceted challenges that today's entrepreneurs face, positioning you to navigate the landscape confidently. You'll cultivate a suite of essential skills, ranging from analytical and lateral thinking to leadership and team collaboration, all while learning to communicate effectively and sell your ideas convincingly. Emphasizing personal growth, the course will equip you with the resilience to manage stress and embrace the uncertainties inherent in entrepreneurial ventures.

Areas covered are:

- entrepreneurial creativity, opportunity spotting, and developing new venture ideas
- assessing the feasibility of venture ideas
- implementing new venture ideas, testing hypotheses about the idea, and iterating the idea based on the results
- legal forms of ventures
- new venture marketing
- entrepreneurial financing and accounting

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 entrepreneuring. 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 other organizations, 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.

Language of instruction is in English.

Entry requirements

Bachelor's degree (i.e. the equivalent of 180 ECTS credits at an accredited university). Proof of English proficiency is required.

Examination and grades

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

Individual Learning Journal 1 (ILOs: 1, 2, 8, 10), representing 3 credits.

Individual Learning Journal 2 (ILOs: 1, 2, 8, 10), representing 2 credits.

Active preparation and in-class presence 1, individually assessed (ILOs: 1, 2) representing 2 credits.

Active preparation and in-class presence 2, individually assessed (ILOs: 1, 2), representing 2 credits.

Venture Project, individually assessed (ILOs: 2, 3, 5, 6, 7, 8, 9), representing 2.5 credits.

Active Participation in Value Creation Fora, individually assessed (ILOs: 2, 3, 4, 5, 9), representing 1.5 credits.

Venture Idea Pitch 1, individually assessed (ILOs: 4, 9), representing 1 credit.

Venture Idea Pitch 2, individually assessed (ILOs: 4, 9), representing 1 credit.

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 Learning Journal 1	3 credits	A/B/C/D/E/FX/F
Individual Learning Journal 2	2 credits	A/B/C/D/E/FX/F
Venture Idea Pitch 1, individually assessed	1 credit	A/B/C/D/E/FX/F
Venture Idea Pitch 2, individually assessed	1 credit	A/B/C/D/E/FX/F
Active Participation in Value Creation Fora, individually assessed	1.5 credits	G/U
Venture Project, individually assessed	2.5 credits	A/B/C/D/E/FX/F
Active preparation and in-class presence 1, individually assessed	2 credits	A/B/C/D/E/FX/F
Active preparation and in-class presence 2, individually assessed	2 credits	A/B/C/D/E/FX/F

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 plagiarising. 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 plagiarising 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

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

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*.