

COURSE SYLLABUS

Entrepreneurial Creativity and Communication, 5 credits

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Course Code: J2ECAC	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.

3.2 Deliver compelling oral presentations relating to complex problems and critically discuss and defend their findings in academic and professional settings.

Judgement and Approach

4.2 Critically analyse how selected societal trends influence business practices and/or policy, and account for their ethical and sustainability implications.

5.1 Exercise initiative, creativity, and entrepreneurial mindset to achieve innovative solutions in situations characterised by uncertainty and ambiguity.

Content

Entrepreneurship and innovation demand the ability to translate abstract visions into tangible value, convince stakeholders to believe in unproven concepts, and iterate rapidly based on uncertain feedback.

This course addresses how to generate, refine, and bring ideas to market through creative problem-solving and communication. You will master structured ideation frameworks and learn design thinking and concept development techniques across varying levels of abstraction and aggregation. The curriculum further covers the development, experimentation, and validation of value propositions. Finally, you will explore narrative techniques for envisioning new realities, develop visual communication skills through presentation design principles, and articulate value propositions to diverse stakeholder groups.

After completing this course, you can generate innovative solutions using creative processes and iterate them through the systematic exposure of different concepts. It enables you to take informed decisions about when to pivot or persevere based on customer feedback, communicate your venture's potential through compelling visual storytelling, and pitch effectively to diverse audiences.

Connection to Research

The course content builds on research about processes of renewal and entrepreneurship in new ventures and existing organisations. It also draws connections to literature about entrepreneurial communication. Relevant insights from past and/or ongoing projects in which JIBS faculty participate are incorporated into the course to enhance your learning. You are encouraged to reflect on the connections between theoretical concepts introduced in the course and your own experiences.

Connection to Practice

The course is designed to make you practice different creativity techniques related to new venture creation. It enables you to not only identify and analyse real-world challenges but also provides you with practical tools to develop creative and innovative entrepreneurial solutions for addressing these challenges.

Connection to Ethics, Responsibility, Sustainability (ERS)

The course content and activities provide opportunities for you to learn and practice different concepts and skills related to ethics, responsibility, and sustainability (ERS) with particular focus on developing solutions for sustainable transition, social inclusion of marginalised communities, and empowerment of underrepresented groups.

Type of Instruction

The course is taught on campus primarily through interactive lectures and workshops that are based on active student participation and a 'hands-on' approach to creativity and problem-solving in entrepreneurial settings. Among other things, you will identify an opportunity, refine it, and evaluate its feasibility and impact. You are required to reflect on your own cognitive processes while taking decisions, identifying opportunities, and evaluating the feasibility of entrepreneurial initiatives/ideas. It includes individual and group work.

Attendance is compulsory.

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 examination (ILOs: 1.1), representing 1.5 credits. In-class examination testing your knowledge about course concepts, as well as their application and transfer.

Individual written assignment (ILOs: 1.1, 3.1, 4.2, 5.1), representing 1.5 credits. In this assignment, you will prepare and submit a process portfolio of your work performed during the course.

Group assignment (ILOs: 1.1, 3.2, 4.2, 5.1), representing 2 credits. The group assignment is an in-person presentation where you present (a) the results of a case analysis and (b) the process and outcomes of your creative venture project work, demonstrating your ability to deliver a professional and appropriate presentation.

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