JÖNKÖPING UNIVERSITY
Jönköping International Business School

PROGRAMME SYLLABUS

Master in Entrepreneurship and Innovation, 60 credits

Master in Entrepreneurship and Innovation, 60 högskolepoäng

Programme Code:	JAMIE	Programmestart:	Autumn 2026
Confirmed:	Nov 19, 2025	Education Cycle:	Second-cycle level

Title of qualification

Degree of Master of Science (60 credits) with a major in Business Administration

Filosofie magisterexamen med huvudområdet företagsekonomi

Programme overview

The world needs more than ideas, it needs entrepreneurs and innovators who can identify problems worth solving and transform promising concepts into ventures that create sustainable value for people and the planet. Yet most new initiatives fail not from lack of creativity, but from misunderstanding the challenges they aim to address or misjudging how to bring solutions to life. Our Master's in Entrepreneurship and Innovation programme tackles this by teaching entrepreneurship and innovation as interconnected subjects that span new venture creation, corporate renewal, and entrepreneurial ecosystem development.

The programme teaches you how to systematically identify meaningful problems (including grand challenges that stand between us and a regenerative, just world), develop and validate solutions, and take concepts from ideas to implementation. Core topics include purpose-driven innovation, entrepreneurial creativity and communication, strategic entrepreneurship within established organisations, entrepreneurial ecosystem dynamics and networks, new venture creation, and research methods in entrepreneurship and innovation. As a final integrated project, you will complete a Master's thesis.

You will develop competencies that distinguish successful entrepreneurs and innovators from those who struggle to make an impact. You will build communication capabilities through narrative and visual storytelling, analytical rigour for evidence-based decision-making under uncertainty, networking skills across diverse stakeholder groups, and ethical judgment that integrates sustainability and social responsibility throughout the innovation process.

Throughout the programme you will experience an interactive and practice-oriented approach to learning where the international student community gives you the opportunity to collaborate and network across cultures. A key component of the programme is the applied project course, where you choose between several options. You can decide to launch and develop your own venture idea, consult a case company on organisational innovation challenges, or find a project-based internship in a startup. Throughout the course, you will receive mentorship and feedback from teachers and relevant practitioners, such as innovation consultants, business developers, and project owners. This hands-on experience ensures your education translates into relevant experience for your CV.

You will benefit from the school's location in Jönköping and connections to the local entrepreneurial community, including a Science Park and other supporting organisations. Throughout your studies, you will engage with entrepreneurs and other practitioners who provide real-world perspectives. In addition, you will receive personalised attention from faculty who are committed to your success.

Overall, this programme's combination of academic rigour, practical application, and supportive environment creates an experience tailored to advance your entrepreneurial ambitions. It prepares you for your first role as a business developer, innovation manager, entrepreneur, or change leader, while laying out the foundation for a successful career driving transformation across startups, corporations, and public organisations.

Objectives

Knowledge and Understanding

Master of Science Competence Goal 1:

JIBS' Graduates have comprehensive and advanced expertise in their major and can effectively apply this knowledge to international contexts.

Translated in the following programme-specific learning outcome:

P-ILO 1: Evaluate entrepreneurship and innovation dynamics across new ventures, established organisations, and ecosystem contexts, and analyse their strategic implications in international business environments.

Skills and Abilities

Master of Science Competence Goal 2:

JIBS' Graduates are advanced in analytical and critical thinking, and research skills, enabling them to conduct rigorous academic work.

Translated in the following programme-specific learning outcome:

P-ILO 2: Apply research methodologies and analytical frameworks to assess opportunities and challenges, evaluate alternatives, and make evidence-based decisions under uncertainty.

Master of Science Competence Goal 3:

JIBS' Graduates excel in communicating and networking within the complex dynamics of global academic and business settings.

Translated in the following programme-specific learning outcome:

P-ILO 3: Effectively communicate ideas and value propositions to build strategic partnerships across diverse stakeholder networks and advance entrepreneurial initiatives.

Judgement and Approach

Master of Science Competence Goal 4:

JIBS graduates can integrate ethical and sustainable practices within business environments.

Translated in the following programme-specific learning outcome:

P-ILO 4: Identify purpose-driven challenges, drive impact toward regenerative and just systems, and integrate ethical, sustainable practices throughout venture development.

Mission Driven

Master of Science Competence Goal 5:

JIBS graduates have an entrepreneurial mindset and lead in framing challenges and developing innovative solutions.

Translated in the following programme-specific learning outcome:

P-ILO 5: Take initiative under uncertainty and drive their realisation from concept to implementation.

Courses

Course changes can occur, as long as they do not substantially affect the programme's content and learning goals.

Teaching and examination

The programme is campus-based with on-site participation and mandatory sessions included. To pass a course, you need to fulfill all the course requirements. Examination is executed through different forms of assessment (including written, oral, participatory). Several methods of assessment can be applied within a single course.

You will be offered examination and re-examination opportunities in accordance with: Regulations and Guidelines for first, second and third cycle education at Jönköping University.

Most courses are graded according to the following six levels: A-E constitutes a pass and FX or F is equal to a fail. Some courses and/or assignments are graded with Pass or Fail.

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 credits in business administration. Proof of English proficiency is required.

Continuation Requirements

This programme runs for only one year and therefore has no continuation requirements.

Qualification Requirements

To obtain the Master of Science (60 ECTS) with a major in Business Administration, you must complete the course requirements of at least 60 ECTS at the higher education level that were not used for the bachelor's degree, with at least 45 ECTS overall in second-cycle courses and at least 30 of those in business administration including a 15 ECTS thesis course in Business Administration.

To obtain the Master of Science (60 ECTS) with a major in Business Administration, with a focus on Entrepreneurship and Innovation, you must complete: (1) the requirements for the Master of Science (60 ECTS) with a major in Business Administration, (2) all mandatory programme courses as listed in the above contents section, or their equivalent, (3) a Master's thesis (15 ECTS) that covers a topic with relevance to Entrepreneurship and Innovation.

Preparatory/Foundation courses cannot be included/counted towards the JIBS degree.

Quality Development

Student involvement and our cooperation with the JIBS Student Association (JSA) is crucial for quality assurance work. The work is conducted at a school-, programme- and course level.

At the school level, students representing JSA are voting members of JIBS Council for Undergraduate and Master's Education (CUME). For each programme, student representatives are appointed to represent the student perspective in meetings with the Programme Director. Sessions are organised regularly at a programme level, to discuss the general impressions, connections and overlaps between courses, and within-programme progression. The students are also part of the Programme Development Group, where faculty members meet to discuss the overall content and progression of the programme. At a course level, students meet with the course Examiner during as well as after the course to discuss potential improvements of the course design and delivery.