

COURSE SYLLABUS

Entrepreneurship and Business Planning, 7.5 credits

Entrepreneurship and Business Planning, 7,5 högskolepoäng

Course Code:	ENAG13	Education Cycle:	First-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Jan 4, 2013	Disciplinary domain:	Social sciences
Valid From:	Jul 1, 2013	Subject group:	FE1
Version:	1	Specialised in:	G1N
Reg number:	IHH 2014/01999	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. discuss key concepts and models that are fundamental for future studies within business administration and explain how they are linked to entrepreneurship.
2. explain the process nature of entrepreneurship as well as how this process can be managed.
3. appreciate the role of entrepreneurship at several different and connected levels; the individual, the organisational and the societal

Skills and abilities

1. identify potential sources of new business opportunities.
2. explain how new ideas and opportunities can be recognized.
3. use tools that can help evaluate new business opportunities.
4. explain how entrepreneurship can be encouraged and applied in several different contexts, such as start-ups, established organisations, social as well as public contexts.

Judgement and approach

1. develop an understanding for their own entrepreneurial potential.
2. reason about ethical issues that are intimately intertwined with starting and running a business and how ethical dilemmas can be managed in the business world.

Contents

Entrepreneurship and Business Planning is an introductory course in Business Administration. Many subject matters are discussed in this course in order for students to gain a wider perspective of the field. For the most part, the focus is on entrepreneurship and business planning however. In order to facilitate the understanding of the course material, EBP centers around four different and equally important areas: (1) Basics of Business, (2) Entrepreneurship in Theory, (3) Entrepreneurship in Different Contexts, and (4) Business Planning.

Type of instruction

The learning is primarily based on self-study of the literature and individual and team preparation of seminar and project work. The learning process is supported by lectures and seminars, where both theory and practice are connected. The team projects are particularly important for the application of theory and learning experience in the course.

The teaching is conducted in English.

Prerequisites

General entry requirements and Civics A, English B, Mathematics C Or: Civics 1b / 1a1 +1a2, Mathematics 3b / 3c (Field-specific entry requirements 4) and required grade Passed/E or the equivalent.

Examination and grades

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

The course is assessed in three parts: active participation in the compulsory seminars, a written exam, and the completion of the project work. The grade is reported when all required elements have been successfully accomplished.

ILO Knowledge and understanding 1-3, Skills and abilities 2-4 and Judgement and approach 2 is examined by Written examination, 70% of final grade.

ILO Knowledge and understanding 1-3, Skills and abilities 1-3 and Judgement and approach 1 and 2 is examined by Project work, 30% of final grade.

ILO Skills and abilities 1-4 and Judgement and approach 1 and 2 is examined by participation in seminars

The project work consists of a new venture project assignment - NVP (30%)

The grade is translated to the ECTS grading scale (A, B, C, D, E, Fx or F).

Registration of examination:

Name of the Test	Value	Grading
Examination	7.5 credits	A/B/C/D/E/FX/F

Course evaluation

At the outset of the course the course manager ensures that course evaluators are elected (or exist) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course manager discuss the course evaluation and possible improvements. The result is reported to, among others, the Associate Dean for Education, the Council for Undergraduate and Master Education, and the Board of Directors of JIBS. The course manager shall at the outset of the following course report results and measures taken in the previous course evaluation.

Course literature

Literature

Course book:

Barringer, Bruce & Ireland, Duane,(2012). Entrepreneurship: Successfully Launching New Ventures,Global Edition. Pearson Education. ISBN13:9780273761402, ISBN10:0273761404

Compendia:

Dahlqvist, J. The JIBS Writer.

Suggested articles available on internet.