



## COURSE SYLLABUS

# Entrepreneurial Creativity, 7.5 credits

*Entrepreneurial Creativity, 7,5 högskolepoäng*

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| <b>Course Code:</b> JENN11  | <b>Education Cycle:</b> First-cycle level           |
| <b>Confirmed by:</b> Council for Undergraduate and Masters Education Mar 10, 2021 | <b>Disciplinary domain:</b> Social sciences         |
| <b>Valid From:</b> Aug 23, 2021   | <b>Subject group:</b> FE1                           |
| <b>Version:</b> 1   | <b>Specialised in:</b> G2F                          |
|   | <b>Main field of study:</b> Business Administration |

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### Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

Knowledge and understanding

1. Distinguish and discuss the characteristics of creative practices and their role in entrepreneurial processes in an informed manner;

2. Describe the relevance of entrepreneurial creativity to wicked problems and societal challenges;

Skills and abilities

3. Select techniques related to systems-thinking and problem-solving, and apply them in a manner that is relevant to the characteristics and context of the challenge addressed.

4. Engage in entrepreneurial behaviour in a timely and creative way, to solve challenges related to organisational renewal and new venture development;

Judgement and approach

5. Evaluate creativity in entrepreneurial processes and outcomes, with regards to novelty, effectiveness and appropriateness;

6. Reflect on their personal strengths, weaknesses and preferences with regards to creative behaviour, in both individual and group settings – and propose strategies to enhance their creative contribution

### Contents

The course introduces participants to theoretical concepts and practical tools for creative work and problem-solving in an entrepreneurial context. Participants will develop the understanding and skills necessary to engage in creative problem-solving at an individual and team level – and in different entrepreneurial and organisational contexts. Important topics covered by the course include theories of creative behaviour, the identification and refining of opportunities; problem-

solving; systems perspectives and the evaluation of the feasibility of venture ideas.

### Connection to Research and Practice

The content of the course relates primarily to research on processes of renewal and entrepreneurship in both new ventures and existing organisations. Relevant insights from past and/or ongoing projects in which JIBS faculty participate are incorporated into the course to enhance participants' learning. Participants are encouraged to reflect on the connections between theoretical concepts introduced in the course, their own experiences and/or the experience of guest lecturers.

### Type of instruction

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

The teaching is conducted in English.

### Prerequisites

60 credits in Business Administration or Economics (or the equivalent) or at least 15 credits of courses in management, leadership, organizations or entrepreneurship/innovation and at least 5 years relevant work experience within leadership/management and/or innovation, product or service development (or the equivalent).

### Examination and grades

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

Group assignment(s) (ILOs: 1, 3, 4 and 5) representing 3 credits

Individual assignment(s) (ILOs: 2 and 6) representing 3 credits

Individual quizzes and short answer questions (ILOs: 1 and 4), pass/fail, representing 1.5 credits

Registration of examination:

| Name of the Test   | Value       | Grading        |
|--|-------------|----------------|
| Group assignment(s) <sup>1</sup>                           | 3 credits   | A/B/C/D/E/FX/F |
| Individual assignment(s) <sup>1</sup>                      | 3 credits   | A/B/C/D/E/FX/F |
| Individual quizzes and short answer questions <sup>1</sup> | 1.5 credits | A/B/C/D/E/FX/F |

<sup>1</sup> All parts of compulsory examination in the course must be passed with a passing grade (A-E) before a final grade is awarded. The final grade of the course is determined by the sum-total of points for the parts of examination graded A-FX. Grade is set in accordance with JIBS grading policy.

## Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) 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 examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

## 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 plagiarizing. 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 plagiarizing 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

### Literature

- Seeling T. (2012) *inGenius: A Crash Course on Creativity*, HarperOne: New York, 978-0062020703
- Familiarity with additional written and audio-visual materials may be required in connection with specific course activities and will be communicated to course participants at least 7 days in advance.