



COURSE SYLLABUS

JU World Solar Challenge: Project Management, Entrepreneurship and Marketing - Part 1 (3), 15 credits

JU World Solar Challenge: Projektstyrning, entreprenörskap och marknadsföring - Del 1 (3), 15 högskolepoäng

Course Code: TWPN18	Education Cycle: First-cycle level
Confirmed by: Dean Apr 6, 2018	Disciplinary domain: Social sciences (50%) and technology (50%)
Revised by: Director of Education Jan 20, 2022	Subject group: L01
Valid From: Aug 1, 2022	Specialised in: G2F
Version: 3	Main field of study: Industrial Engineering and Management

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- demonstrate a basic comprehension of projects as a working method involving management and coordination processes
- display knowledge of basic concepts and principles in the fields of entrepreneurship and business planning as well as marketing and branding
- demonstrate comprehension of the importance of group dynamics and teamwork on the outcome of a project
- display knowledge of and explain the role of a business and marketing plan in the context of attracting funds from sponsors

Skills and abilities

- demonstrate the ability to apply methods and tools in practical project work
- demonstrate the important entrepreneurial abilities such as sense of responsibility, entrepreneurial drive, problem-solving and communication skills, creativity, self-initiative and teamwork
- demonstrate the ability to develop a basic marketing plan as part of a business plan as well as measure marketing plan performance
- demonstrate the ability to, in dialogue, communicate effectively and professionally both internally (across the venture's disciplines and functions) and externally with the venture's stakeholders

Judgement and approach

- demonstrate an understanding of his/her own role and influence in a cross-disciplinary project team
- demonstrate an understanding of the importance of an effective internal communication across

the venture's disciplines

- demonstrate an understanding of the importance of an effective and a professional communication with the venture's stakeholders

Contents

The course provides the student with knowledge and skills in cross-disciplinary project work, entrepreneurship and marketing. By combining theory with action in the context of a unique real-life cross-disciplinary entrepreneurial venture and project. The project is called "JU World Solar Challenge;" it involves developing and constructing a competitive solar-powered electric car as well as planning and participating in the "World Solar Challenge 2017" – a solar car race through Australia. This requires the students to work with the project management and work with the entrepreneurial venture "JU Solar Team". The core activity consists of planning and designing the solar car. The student will at the same time be an ambassador for Jönköping University (JU), contributing to JU's efforts to use JU Solar Team and JU World Solar Challenge to further develop its brand both in Sweden and abroad.

The course contains the following elements:

Project management

- Project organization
- Project planning and requirement specification
- Group dynamics
- Project execution
- Project documentation

Entrepreneurship

- Entrepreneurial processes, thinking and activities
- The firm's stakeholders in the project context

Marketing and communication

- Basic marketing concepts and principles
- Marketing plan as important part of a business plan
- Message strategy and marketing
- Sponsor strategy
- Customer needs focused on the projects sponsors

Type of instruction

The learning is primarily based on self-study of the academic and popular scientific literature as well as applied individual and group project work.

The purpose is to manage sponsors, to plan and execute the practical logistic tasks to enable JU World Solar Challenge and to participate in practical tasks in creating the solar car.

The tasks performed by the student contribute to marketing JU Solar Team as well as planning and executing JU World Solar Challenge. The learning process is supported by lectures, seminars, workshops and supervision held by experienced instructors. The project work requires continuous deliveries in the forms of marketing material, documents and status reports on the

part of the student. Ability to work in a team is essential for participating in the course.

The teaching is normally conducted in Swedish, but can occasionally be in English.

Prerequisites

General entry requirements and completed courses 80 credits from engineering programs, media and communication science programs or business/economics programs (or the equivalent).

Examination and grades

The course is graded Fail (U) or Pass (G).

The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

Name of the Test	Value	Grading
Assignment 1	5 credits	U/G
Assignment 2	5 credits	U/G
Assignment 3	5 credits	U/G

Other information

Interviews with selected candidates will be conducted.

Course literature

The literature list for the course will be provided 8 weeks before the course starts.

Course material will be provided via Teams.