

## COURSE SYLLABUS

# Entrepreneurship and Business Planning, 7.5 credits

*Entrepreneurship and Business Planning, 7,5 högskolepoäng*

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|---------------|--|----------------------|-------------------------|
| Course Code:  | ENAG13   | Education Cycle:     | First-cycle level       |
| Confirmed by: | Council for Undergraduate and Masters Education<br>Jan 4, 2013 | Disciplinary domain: | Social sciences         |
| Revised by:   | Examiner Apr 20, 2015  | Subject group:       | FE1                     |
| Valid From:   | Aug 24, 2015   | Specialised in:      | G1N                     |
| Version:      | 2  | Main field of study: | Business Administration |
| Reg number:   | IHH 2015/01564-313   |                      |                         |

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### 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, 60% 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, 40% 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 (40%)

Registration of examination:

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

### 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*

Course book:

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

Suggested articles available on internet.