



## COURSE SYLLABUS

# Entrepreneurial Creativity, 7.5 credits

*Entrepreneurial Creativity, 7,5 högskolepoäng*

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<b>Course Code:</b> ENBN13	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education Jan 4, 2013	<b>Disciplinary domain:</b> Social sciences
<b>Revised by:</b> Council for Undergraduate and Masters Education May 7, 2020	<b>Subject group:</b> FE1
<b>Valid From:</b> Aug 17, 2020	<b>Specialised in:</b> G2F
<b>Version:</b> 4	<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. Discuss the characteristics of creative practices and their role in entrepreneurial processes;
2. Describe the relevance of entrepreneurial creativity to wicked problems and societal challenges;

Skills and abilities

3. Develop appropriate decision-making processes in relation to the identification, evaluation and implementation of opportunity in entrepreneurial contexts;
4. Identify, acquire, assess and analyse the data and techniques needed to perform feasibility analyses appropriate to different types of opportunity;
5. Apply techniques related to systems-thinking and problem-solving effectively and appropriately;

Judgement and approach

6. Appraise the creativity aspects of entrepreneurial processes and outcomes, assessing whether suggested solutions are novel, effective and appropriate;

### Contents

The course introduces participants to theoretical concepts and practical tools for problem-solving and decision-making 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 the fit between opportunity type and decision-making mode; 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 in order to enhance participants' learning. Participants are encouraged to reflect on the connections between theoretical concepts introduced in the course and 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 on a 'hands-on' approach to decision-making 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).

## Examination and grades

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

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

Individual assignment(s) and project(s) (ILOs: 2, 5 and 6) representing 3 credits

Individual quizzes and short-answer questions (ILOs: 1 and 2), pass/fail, representing 1.5 credits

Registration of examination:

Name of the Test	Value	Grading
Group assignment(s) and project(s) <sup>1</sup>	3 credits	A/B/C/D/E/FX/F
Individual assignment(s) and project(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	U/G

<sup>1</sup> All parts of compulsory examination in the course must be passed with a passing grade (A-E or G) before a final grade is set. The final grade of the course is determined by the sum total of points for the parts of examination graded A-FX. Borderline grades (e.g.: in the case of different grades for individual and group assignments) are usually determined by the level of the individual grade. In exceptional cases, the final grade may be determined with reference to seminar participation and quiz results. 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
- A list articles will be supplied at the course introduction.