



COURSE SYLLABUS

Creating a New Venture, 7.5 credits

Creating a New Venture, 7,5 högskolepoäng

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| Course Code: | ENMR23 | Education Cycle: | Advanced level |
| Confirmed by: | Council for Undergraduate and Masters Education Oct 22, 2014 | Disciplinary domain: | Social sciences |
| Valid From: | Aug 24, 2015 | Subject group: | FE1 |
| Version: | 2 | Specialised in: | A1N |
| Reg number: | 2015/1652-313 IHH | Main field of study: | Business Administration |

Intended Learning Outcomes (ILO)

This course will give students the opportunity to further develop their entrepreneurial selves. By exposing students to a unique learning environment, this course will challenge students to confront typical issues faced by today's entrepreneurs. Students will be challenged to create a venture as a practical, hands-on learning experience, which is complemented with academic reflection. This course will also expose the students to analytical and lateral thinking, behavioural flexibility, decision-making, leadership, team building, oral and written communication, personal selling, stress management and acceptance of uncertainty, which are all important elements for developing entrepreneurial selves.

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

Knowledge and understanding

- activate relevant academic insights for application in venture ideas
- critically assess entrepreneurial activities relating to relevant theories and models

Skills and abilities

- identify and act on venture opportunities
- analyze and value the market potential of venture ideas
- develop a venture idea from a first pitch to launch
- overcome challenges typical for new ventures

Judgement and approach

- demonstrate an entrepreneurial attitude towards solving problems creatively
- feel comfortable with the own 'entrepreneurial self'
- have developed social skills which can be applied in different contexts

Contents

The course provides students the opportunity to further develop their entrepreneurial selves through reflective experimentation. Focus is put on practical activities related to developing new venture ideas, while critically reflecting about these activities related to relevant theoretical insights. Thereby the process of entrepreneurship is experienced in practice.

Areas covered are:

- assessing the feasibility of venture ideas
- developing new venture ideas to launch
- legal forms and governance issues of ventures
- new venture marketing
- new venture finance and accounting

Type of instruction

The course is designed to be highly interactive and demands that all students actively participate and take charge of their own learning process. Lectures, seminars, student presentations, guest lectures, and work with venture ideas provide input to this process.

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Business Administration (or the equivalent).

Examination and grades

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

The examination in this course consists of different parts.

The intended learning outcomes related to Knowledge and Understanding are examined through literature seminars as well as assessing venture ideas. Assessment, Attitude and Social Skills are mainly examined through practical tasks related to developing a venture idea towards launch as well as critical reflection exercises as well as active participation in and contribution to the course seminars and activities. The intended learning outcomes related to Skills and Abilities are examined through the pitching an own venture idea, as well as the further development of a venture idea towards launch.

- Pitch of venture idea (10%)
- Developing of venture (along different milestones) (30%)
- Active participation in class sessions (20%)
- Reflective assignments for literature seminars and case seminars (20%)
- Final presentation of venture project (20%)

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

L.K. Gundry & J.R. Kickul: Entrepreneurship Strategy - Changing Patterns in New Venture Creation, Growth, and Reinvention, Sage, ISBN: 9781412916561

Compendium: A list of selected readings will be posted on the course page.