



COURSE SYLLABUS

Entrepreneurial Creativity, 7.5 credits

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Course Code: JENN11	Education Cycle: First-cycle level
Confirmed by: Council for Undergraduate and Masters Education Mar 10, 2021	Disciplinary domain: Social sciences
Revised by: Director of Education Oct 31, 2024	Subject group: FE1
Valid From: Sep 1, 2025	Specialised in: G2F
Version: 3	Main field of study: Business Administration

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). Proof of English proficiency is required

Examination and grades

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

Group assignment (ILOs: 1, 3, 4 and 5) representing 3.5 credits

Individual written assignment (ILOs: 2 and 6) representing 2.5 credits

Individual written quizzes (ILOs: 1 and 4) representing 1.5 credits

Registration of examination:

Name of the Test	Value	Grading
Group assignment ¹	3.5 credits	A/B/C/D/E/FX/F
Individual written assignment ¹	2.5 credits	A/B/C/D/E/FX/F
Individual written quizzes ¹	1.5 credits	A/B/C/D/E/FX/F

¹ All parts of the compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points). Grade is set in accordance to 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, the programme evaluators in the course must be contacted. In the middle of the course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course.

At the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course evaluation data and comments. The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluations.

At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

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 plagiarising. 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 plagiarising 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

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.