



COURSE SYLLABUS

Business Planning and Entrepreneurship, 6 credits

Affärsplanering och entreprenörskap, 6 högskolepoäng

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|----------------------|------------------------------------|-----------------------------|---|
| Course Code: | TBPG17 | Education Cycle: | First-cycle level |
| Confirmed by: | Dean Mar 1, 2016 | Disciplinary domain: | Technology (95%) and social sciences (5%) |
| Revised by: | Director of Education Feb 14, 2017 | Subject group: | IE1 |
| Valid From: | Mar 20, 2017 | Specialised in: | G1N |
| Version: | 2 | Main field of study: | Industrial Engineering and Management |
| Reg number: | JTH 2017/745-313 | | |

Intended Learning Outcomes (ILO)

After completing the course, the student shall

Knowledge and understanding

- demonstrate knowledge and comprehension of basic concepts and principles in business planning and entrepreneurship
- demonstrate knowledge and comprehension of the role of entrepreneurship at several different and connected levels; the individual, the organizational and the societal

Skills and abilities

- demonstrate the ability to search, evaluate and critically interpret information regarding entrepreneurship and business planning
- develop important entrepreneurial abilities such as sense of responsibility, entrepreneurial drive, problem-solving and communication skills, creativity, self-initiative and teamwork
- demonstrate the ability to identify, formulate, and critically analyse relevant problems which an entrepreneur or business manager could encounter when starting or running a business
- demonstrate the ability to develop and present a business idea and business plan, both individually and as part of an entrepreneurial project team

Judgement and approach

- demonstrate an understanding of one's own entrepreneurial potential, as well as become aware of one's own role and influence in an entrepreneurial project team
- demonstrate the ability to suggest and compare different alternatives for designing, managing and developing entrepreneur ventures
- demonstrate the ability to evaluate consequences and risks connected to starting a business or internal project and suggest relevant practical solutions

Contents

The course provides basic knowledge in business planning and entrepreneurship.

The course includes the following elements:

Entrepreneurship

- Developing entrepreneurship as theoretical concept
- Entrepreneurship as part of society
- Entrepreneurial processes, philosophies, and activities
- Links to adjacent concepts: innovation, progress and creativity
- How ideas and possibilities originates and evolves to a business activity in current or new organizations

Business Planning

- Product, investment and profitability calculation
- Development of a business plan
- The role of business planning in a company
- The content of a business plan
- The process of establishing a business plan
- Stakeholders in and around a company
- Creating a vision, a mission and business idea
- The role of business strategy
- Risk analysis
- Different perspectives on entrepreneurship in new and current companies

Type of instruction

Instruction consists of lectures, exercises, a seminar and a group project assignment.

The teaching is conducted in English.

Prerequisites

General entry requirements and Physics 1, Chemistry 1, Mathematics 3c or Physics A, Chemistry A, Mathematics D and English 6 or English B in the Swedish upper secondary school system or international equivalent (or the equivalent).

Examination and grades

The course is graded 5,4,3 or Fail.

The final grade for the course is based upon a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

| Name of the Test | Value | Grading |
|---------------------|-----------|---------|
| Examination | 2 credits | 5/4/3/U |
| Project | 2 credits | 5/4/3/U |
| Seminar and Reports | 2 credits | U/G |

Course literature

The literature list for the course will be provided one month before the course starts.

Title: Effectual Entrepreneurship, 2nd Edition, 2016

Author: Stuart Read, Saras Sarasvathy Nick Dew, Robert Wiltbank

ISBN 978 113 892 3782