COURSE SYLLABUS
Software Entrepreneurship and Business Planning, 7.5 credits

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Course Code:	TSEG16	**Education Cycle:**	First-cycle level
Confirmed by:	Dean Feb 4, 2016	**Disciplinary domain:**	Technology (95%) and social sciences (5%)
Revised by:	Director of Education Jan 24, 2018	**Subject group:**	IE1
Valid From:	Jan 1, 2016	**Specialised in:**	G2F
Version:	2	**Main field of study:**	Product Development
Reg number:	JTH 2018/441-313		

Intended Learning Outcomes (ILO)

Upon successful completion of the course, the student should:

Knowledge and understanding
- display knowledge of the terminology and concepts of entrepreneurship
- demonstrate comprehension of the lean approach to business start-up
- be familiar with the challenges facing a software start up team

Skills and abilities
- demonstrate skills of creating a business model canvas
- demonstrate ability to validate a business model by obtaining external feedback
- demonstrate ability to pitch a start-up concept

Judgement and approach
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- demonstrate ability to assess entrepreneurial potential in themselves and their colleagues
- demonstrate ability to judge the effectiveness of a business model

Contents

The course includes the following topics:
- Entrepreneurship as a social phenomenon
- Entrepreneurial processes and their relationship to innovation and creativity
- Formulation of the vision, mission and business idea
- Sourcing finance and sustaining stakeholder engagement
- Business plans – purpose, strategic relevance and essential content
- Business planning processes
- Balancing opportunity and uncertainty through risk analysis

Type of instruction

The course will consist of lectures, seminars, exercises and practical work

The teaching is conducted in English.

Prerequisites

Passed courses totaling 180 credits in first cycle, with at least 90 credits in Computer Engineering, Electrical Engineering (with relevant courses in Computer Engineering), or equivalent. The bachelor degree should comprise a minimum of 15 credits in Mathematics (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 assesments.
The final grade will only be issued after satisfactory completion of all assesments.

Registration of examination:

Name of the Test	Value	Grading
Examination	2.5 credits	5/4/3/U
Project work	5 credits	5/4/3/U

Course literature

Main textbook:

Title: The Start-up Owner's Manual: The Step-by-Step Guide for Building a Great Company
Author: Steve Blank and Bob Dorf
Publisher: K & S Ranch

Title: Beyond Software Architecture: Creating and Sustaining Winning Solutions
Author: Luke Hohmann
Publisher: Addison-Wesley
Supplementary reading:

Title: Effectual Entrepreneurship
Author: Stuart Read, Saras Sarasvathy, Nick Drew, Robert Witbank, Anne-Valerie Ohlsson
Publisher: Routledge
Title: The Lean Startup
Author: Eric Ries
Publisher: Penguin
Title: The Lean Entrepreneur
Author: Brant Cooper & Patrick Vlaskovits
Publisher: John Wiley