



## GRADUATE SCHOOL

### **GM1306 Methods for Practical Entrepreneurship, 7.5 higher education credits**

Metoder för praktiskt entreprenörskap, 7,5 högskolepoäng

*Second Cycle*

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#### **Confirmation**

This course syllabus was confirmed by School of Business, Economics and Law on 2013-07-16 and was last revised on 2015-08-14 to be valid from 2015-08-31, autumn semester of 2015.

*Field of education:* Social Sciences 100%

*Department:* Graduate School

#### **Position in the educational system**

The course Methods for Practical Entrepreneurship is a core (required) course within the Master of Science programme of Knowledge-based Entrepreneurship at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

The course can be part of the following programmes: 1) Master of Science in Knowledge-based Entrepreneurship (S2KEN), 2) Program in Environmental Social Science (S1SML), 3) Master of Science in Management (S2MAN), 4) Master of Science in Marketing and Consumption (S2MAC), 5) Programme in Logistics management (S1LOM), 6) Master of Science in Accounting (S2ACC), 7) Master of Science in Economics (S2ECO), 8) Master of Science in Finance (S2FIN), 9) Programme in Business and Economics (S1HEG), 10) Master of Science in International Business and Trade (S2IBT), 11) Master of Science in Logistics and Transport Management (S2LOG) and 12) Master of Science in Innovation and Industrial Management (S2IFM)

#### *Main field of studies*

Knowledge-based Entrepreneurship

#### *Specialization*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Entry requirements**

To be eligible for the course Methods for Practical Entrepreneurship the participant must fulfil the entrance qualifications for the Master of Science programme of Knowledge-based Entrepreneurship. For programme specific entrance requirements, see programme syllabus.

### **Learning outcomes**

Upon completion of the course the student will

1. Demonstrate the ability to utilize theoretical knowledge and hands-on tools and methods in order to address a series of issues related to venture creation and the incubation process.
2. Demonstrate skills to critically evaluate material from different sources.
3. Demonstrate the ability to reflect about the implications of their business decisions in relation to moral and ethical considerations such as sustainability.

### **Course content**

This course aims to integrate and combine theoretical knowledge with practical aspects and methods of knowledge intensive entrepreneurship. The empirical objective of this course is to run an incubation process for the development new businesses, and this is done in teams of students.

The specific incubation process connected to this core course in KBE involves a meticulous process of identifying, evaluating and negotiating promising venture ideas, from firms, universities, hospitals, etc. This includes aspects such as: setting up legal agreements with idea providers including buy-in options (shared equity model between GU, Idea providers, students and key resources/ competences; arranging seed financing for the projects; recruiting advisors and board members; coaching the projects; hosting the teams with facilities at GU; organizing formal structures for firm formation; seeking and securing suitable partners, and etc. Incubation is this process of supporting the venture project from idea to start-up company and beyond during the second year of the education.

Within this course, methods, tools, techniques, and assessment systems will be provided to support Methods for Practical Entrepreneurship at the individual student level.

In this course, a number of topics related to incubation processes, developing a business plan, and starting companies will be discussed. Examples include areas such as:

- The role and composition of boards
- Business model planning
- Marketing
- Organization and team-work inside the venture

### **Form of teaching**

The learning outcomes are assessed through:

- Participation in seminars, with a mandatory 70% participation rate. This participation is pass/fail
- Individually assessed project reports and oral presentations
- Individual and team written assignments

A student who has failed a test twice has the right to change examiner, unless weighty argument can be adduced. The request shall be sent to the Graduate School and has to be in writing.

The Graduate School is obliged to offer the exam five times during the course of each two year period. Students who have made five unsuccessful attempts to pass an exam have lost the possibility of obtaining the Master of Science Degree.

*Language of instruction:* English

### **Assessment**

#### **Grades**

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U). For Pass on the course, Pass is required on all three learning outcomes.

#### **Course evaluation**

The course will be evaluated upon completion. The results of the evaluation will be communicated to the students and will function as a guide for the development of the course.

**Additional information**

The syllabus in English is the official binding document.