



GRADUATE SCHOOL

GM1308 Assessing Entrepreneurial Ideas, 7.5 higher education credits

Idéutvärdering för entreprenörer, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by School of Business, Economics and Law on 2014-01-08 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 Assessing Entrepreneurial Ideas is a course within the Master of Science programmes 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) Master of Science in Management (S2MAN), 3) Program in Environmental Social Science (S1SML), 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

Innovation, Entrepreneurship and
Intellectual Capital Management

Specialization

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

Entry requirements

To be eligible for the course Assessing Entrepreneurial Ideas the participant must fulfill the entrance qualifications for the Master of Science programme in Knowledge-based Entrepreneurship. For programme specific entrance requirements, see programme syllabus. Students from the other Master of Science programmes at the Graduate School may also be eligible for the course.

Learning outcomes

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

Knowledge and understanding

1. Describe a set of key concepts, frameworks and methods needed for analyzing the entrepreneurial potential of knowledge-based ideas
2. Contrast the advantages and disadvantages of different approaches to idea evaluation and different assessment methods

Skills and abilities

1. Apply a set of idea evaluation and assessment methods
2. Analyze what aspects are needed for the further development of an idea, such as the need for additional resources and financing or an assessment of future risks and uncertainties
3. Interact with external idea providers during the idea development phase, to develop skills such as communication and presentation

Judgment and approach

1. Express, justify and criticize different arguments for the feasibility and future potential of an evaluated project idea

Course content

Assessing and evaluating ideas is a core activity for entrepreneurs. The ability to identify, evaluate and explore the potential of ideas that can be turned into entrepreneurial opportunities and new ventures is a key area of knowledge and skills for entrepreneurs. Moreover, these are important skills to train for an entrepreneur. Evaluating ideas relates to a process where the entrepreneur needs to make a decision. They must either take a decision to turn an idea into an opportunity by taking proper actions how to proceed, or else may decide to discard, or postpone the realization of the idea.

This course aims to provide knowledge, methods and tools about these processes. Different methods, tools, techniques, and assessment systems will be addressed in order to strengthen the participants' knowledge of evaluating ideas examples such as e.g. Market potential, Due Diligence, Stakeholder analysis and analysis of Intellectual Property Rights. Each evaluation of an idea or project should be based on thorough

investigation of sustainable and commercial potential. This course thereby helps improve the understanding and ability of the students, to use these methods and tools in order to assess ideas.

The course also provides an opportunity to develop relevant personal skills. During the course the students will work with external idea providers, enabling the student to develop skills such as facilitating interaction, communication and consulting. The external idea providers can include researchers, inventors, entrepreneurs, SME companies, the industry and from the innovation system in Gothenburg. Since some of the work with assessing the provided ideas is based on teamwork, the student will also address skills related to group dynamics and collaboration skills. The ideas assessed within this course may be used as projects for the venture creation, during the second educational year at the Master of Science in Knowledge-based Entrepreneurship.

Teaching is based on lectures, seminars and project work. The lectures and seminars aim to introduce the course participants to various concepts and guide the students through the most important aspects. The project work develops the student's ability to apply and reflect upon the theoretical concepts to real-life cases.

Form of teaching

1. Team based evaluations of distributed ideas and projects (45% of grade)
2. Individual written exam (55% of grade)

A student who has failed an exam 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 at least 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, 50% of the total of the points that are possible to achieve will be needed. For Pass with Distinction, 75% of the total of the points that are possible to achieve will be needed.

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.