



## GRADUATE SCHOOL

### **GM1311 Methods for Practical Entrepreneurship 2, 7.5 credits**

Metoder för praktiskt entreprenörskap 2, 7,5 högskolepoäng

*Second Cycle*

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#### **Confirmation**

This course syllabus was confirmed by Graduate School on 2018-04-26 and was last revised on 2018-05-28 to be valid from 2018-09-03, autumn semester of 2018.

*Field of education:* Social Sciences 100%

*Department:* Graduate School

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

The course Methods for Practical Entrepreneurship 2 is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

#### *Main field of studies*

Knowledge-based Entrepreneurship

#### *Specialization*

A1F, Second cycle, has second-cycle course/s as entry requirements

#### **Entry requirements**

To be eligible for the course Methods for Practical Entrepreneurship 2, the participant must fulfil the entrance requirements for the Master of Science programme in Knowledge-based Entrepreneurship. In addition, the student must have been registered on the course Methods for Practical Entrepreneurship 1.

#### **Learning outcomes**

On successful completion of the course the student will be able to:

*Knowledge and understanding*

1. Demonstrate the ability to select from and utilize complex theoretical knowledge, tools, and methods in order to address a series of issues related to venture creation during the pre-incubation process.
2. Independently identify and analyse central challenges related to new venture creation, in the phase between a novel idea and project group up to starting a company.

*Competence and skills*

3. Apply abstract concepts and ideas related to theories and central challenges with professionalism in the context of a specific entrepreneurial venture.
4. Demonstrate skills necessary to form and validate hypotheses in order to develop appropriate plans related to the strategy of an entrepreneurial venture.

*Judgement and approach*

5. Demonstrate the ability to reflect about the implications of business decisions in relation to moral and ethical considerations.

**Course content**

This course focuses upon the process of venture creation and of pre-incubation of an entrepreneurial venture. This course builds upon the foundation of knowledge and skills related to pre-incubation processes, which was acquired in the course Methods for Practical Entrepreneurship 1. The students work with a pre-incubation process related to the development of a new business.

In the current course, Methods for Practical Entrepreneurship 2, the students will demonstrate progression in their learning, in terms of particularly broadening the knowledge gained previously and in terms of working more independently. Students will be expected to continuously develop their business idea through an iterative process of hypothesis formation, testing, and adjustment.

The learning content of this courses focuses on formalizing a partially-validated idea into a comprehensive business concept by defining and developing key attributes. Teaching modules will focus on strategy, societal implications, marketing, and sales.

### **Form of teaching**

These forms of teaching are used: Project work, coaching sessions, seminars, individual and group written assignments, group presentation.

*Language of instruction:* English

### **Assessment**

The learning outcomes are assessed through:

- Individual project logs (learning objectives 2, 4 & 5).
- Group project logs (learning objectives 1, 2, 3 & 4).
- Group oral presentation (learning objectives 2 & 3).
- Individual exam (learning objectives 1, 3, 4 & 5).
- Mandatory participation in coaching sessions (learning outcomes 2, 3, 4 & 5).

The individual logs and group logs are living documents that should regularly be updated throughout the course. The group oral presentation and exam will occur at the end of the course.

Individual assignments and exams shall be written individually, cooperation in formulating text, tables, figures etc. is not allowed.

Coaching sessions are mandatory. If a student fails an assignment, or does not attend a coaching session, they can submit an alternative assignment in order to pass the course.

If a student, who has failed the same examined component twice, wishes to change examiner before the next examination, a written application shall be sent to the department responsible for the course and shall be granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In cases where a course has been discontinued or has undergone major changes, the student shall normally be guaranteed at least three examination occasions (including the ordinary examination) during a period of at least one year from the last time the course was given.

The number of examinations is limited to five.

### **Grades**

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

The grades are based on 55% individual assignments and 45% group assignments, where the contributions of each individual are assessed.

For Pass on the course each assessment should be at least a Pass and a total of at least 50 % of the possible points is required. For Pass with Distinction, a Pass on all assessment and total of 75 % is required.

**Course evaluation**

The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.