GM1309  Entrepreneurship, Service & Design, 7.5 higher education credits
Entreprenörskap, Service & Design, 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 2017-06-05 by Faculty Board of the School of Business, Economics and Law to be valid from 2017-08-28, autumn semester of 2017.

Field of education: Social Sciences 100%
Department: Graduate School

Position in the educational system
The course Entrepreneurship, Service & Design 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                     Specialization
Innovation, Entrepreneurship and        A1N, Second cycle, has only first-cycle
Intellectual Capital Management          course/s as entry requirements

Entry requirements
To be eligible for the course Entrepreneurship, Service & Design 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.

Learning outcomes
Upon completion of the course the student will be able to:
Knowledge and understanding
1. Describe and discuss a set of specific topics. These relate service and design to knowledge-based assets useful in entrepreneurship.
2. Review and explain the entrepreneurial process in relation to service, design and knowledge-based assets.

Skills and abilities
3. Analyze service & Knowledge-based businesses
4. Demonstrate the ability to work with different design processes and frameworks in their own project.

Judgement and approach
5. Generate and critically evaluate different alternatives for developing various knowledge-based assets such as brands and designs.

Course content
The course focuses upon service and design, which can be seen as the intangible side of entrepreneurship. Knowledge-based entrepreneurship necessitates the identification of unique and promising business opportunities, which may emerge from technology and products but also from services, interactions, etc.
Hence, this course focuses the logic, value and development of service-based entrepreneurship as compared to more traditional logics found in businesses, which focus upon the technology/goods/products. This course therefore introduces and explains the value and development of knowledge-based assets such as design and brands as well as individual and team based aspects. Examples of relevant topics and skills include service innovation, creativity, design thinking, design innovation and project management for services.

Form of teaching
Teaching is based on lectures, seminars, workshops 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, which are the venture creation projects.
Assessment
Learning outcomes are examined through:

Mandatory Individual and Team-based assignments (Pass or Fail)
Individually assessed work (Pass with Distinction, Pass or Fail) (100% of grade)

Participation in workshops is compulsory. Absence from compulsory elements of the course can be substituted with alternative assignments.
Individual assignments shall be written individually, cooperation in formulating for example texts or figures is not allowed. It is permitted for a student to complement the individually assessed work when failed during assessment.

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).
For pass on the course, active participation (pass) on all mandatory parts is necessary. For Pass on the course, 50% of the total points that are possible to achieve on the course will be needed. For Pass with Distinction, 75% of the total points that are possible to achieve on the course will be needed.

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.