



GRADUATE SCHOOL

GM0416 Entrepreneurship and New Business Development, 7.5 credits

Entreprenörskap och nyföretagande, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2018-05-02 and was last revised on 2018-10-10 to be valid from 2019-01-21, spring semester of 2019.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Entrepreneurship and New Business Development, 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

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

Entry requirements

To be eligible for the course Entrepreneurship and New Business Development, the participant must fulfil the entrance qualifications for one of the Master of Science programmes at the Graduate School.

Learning outcomes

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

Knowledge and understanding

1. Define entrepreneurship in terms of theoretical concepts such as entrepreneurial processes, opportunity recognition, and risks.
2. Understand the effect of institutional influences, organization and resource mobilization on new business growth.

Competence and skills

3. Structure, analyze and apply the activities involved in developing a new business plan to set up a new firm.

Judgement and approach

4. Understand and reflect upon the economic and societal impact of entrepreneurship.

Course content

This course addresses the theoretical understanding and practical tools for entrepreneurship and new business development. Entrepreneurship usually refers to venture creation, such as the start-up of new businesses. In addition, entrepreneurship can also be seen as relevant to understand broader issues in the society as a driver of change. This course offers value to students interested in starting their own firm, but also to students interested in managing, influencing and stimulating entrepreneurial activities (i.e. public policy makers, venture capitalists, and internal company managers striving for renewal). The student will develop competencies, techniques, and skills about entrepreneurship, set within a reflective and critical approach to study business creation in the modern economy.

This course will focus on practical aspects of engaging in entrepreneurship, such as developing and presenting a business plan. The theoretical aspects of the course will focus on aspects of entrepreneurship on individual, organizational and societal level through front-line research.

Form of teaching

The teaching is based on lectures and practical exercises. Lectures aim at introducing the course participants to concepts of entrepreneurship and guide them through the most important aspects of the literature. A (written) business plan needs to be developed in

which the ability to apply and reflect upon theoretical concepts to business idea is demonstrated. The business plan will be presented and discussed in plenum.

Language of instruction: English

Assessment

Learning outcome 1 - 2 are assessed through a written exam.

Learning outcome 3 is assessed through the business plan.

Learning outcome 4 is assessed through the business plan and a written exam.

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: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Pass is required on all learning outcomes. The course contains the following weighted assessment tasks:

Exam (55% of the grade)

Business plan (45% of the grade)

The grade (A-E) corresponds to the total score a student obtains. To receive a pass grade (A-E) $\geq 50\%$ points is required. The scale is tied to fixed score intervals.

A: 85%-100%;

B: 75%-84%;

C: 68%-74%;

D: 60%-67%;

E: 50%-59%;

F: <50%

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.