



GRADUATE SCHOOL

GM1328 Assessing Entrepreneurial Ideas, 7.5 credits

Idéutvärdering för entreprenörer, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2018-04-23 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 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.

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 Assessing Entrepreneurial Ideas the participant must fulfil the entrance qualifications for the Master of Science programme in Knowledge-based Entrepreneurship. For programme specific entrance requirements, see programme syllabus.

Learning outcomes

On successful 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.

Competence and skills

3. Apply a set of idea evaluation and assessment methods.
4. 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.
5. Interact with external idea providers during the idea development phase, to develop skills such as communication and presentation.

Judgement and approach

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

Course content

Assessing and evaluating ideas are core activities for (prospective) entrepreneurs for knowing which ideas to invest in and develop into new ventures, and which to discard or postpone. The ability to identify, evaluate and explore the potential of ideas is a key area of knowledge and skill for entrepreneurs.

Different methods, tools, techniques, and assessment systems will be introduced in this course in order to strengthen the participants' idea-evaluating skills. These include: 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 its 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.

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 develop skills related to group dynamics and collaboration. 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

The teaching consists of lectures, workshops and assignments.

Language of instruction: English

Assessment

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

Learning outcome 3, 4, 5 and 6 are assessed through a group assignment.

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).

In order to pass the course, the student must receive pass on all learning outcomes.

The course contains the following weighted assessment tasks:

Group assignment (45% of the grade)

Exam (55% 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.