



## GRADUATE SCHOOL

### **GM1329 Entrepreneurship, Service & Design, 7.5 credits**

Entreprenörskap, Service & Design, 7,5 högskolepoäng

*Second Cycle*

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#### **Confirmation**

This course syllabus was confirmed by Graduate School on 2019-04-29 to be valid from 2019-09-02, autumn semester of 2019.

*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*

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, Service & Design the participant must fulfill the entrance qualifications for the Master of Science programme in Knowledge-based Entrepreneurship.

#### **Learning outcomes**

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

##### *Knowledge and understanding*

1. describe and discuss topics within the fields of service and design from the perspective of entrepreneurship and new business development

2. review and explain entrepreneurship and the entrepreneurial process in relation to service, design and knowledge-based assets

*Competence and skills*

3. analyze the operations and knowledge-based assets of service-based businesses
4. demonstrate the ability to work with different design processes and frameworks in workshops
5. setting up as well as facilitating workshops

*Judgement and approach*

6. identify and critically evaluate arguments as well as express and defend their own point of view around a selected topic within the scope of the course.

**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 relational aspects thereof. 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. The lectures and seminars aim to introduce the course participants to various concepts and guide the students through the most important aspects.

*Language of instruction:* English

**Assessment**

Learning outcome 1 and 2 are assessed through individual and group assignments and an essay.

Learning outcome 3, 4 and 5 are assessed through individual and group assignments.

Learning outcome 6 is assessed through an individual essay.

Participation in workshops and seminars 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 element on two occasions, wishes to change examiner before the next examination session, such a request is to be submitted to the department in writing and granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, though at most two years after the course has ceased/been changed. The same applies to work experience and VFU, although this is restricted to just one additional examination session.

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 (A-E) is required on all examination forms. Group assignments will be assessed pass/fail. The grade (A-E) corresponds to the total score a student obtains on the individual assignments and essay. To receive a pass grade (A-E) 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.

