



## GRADUATE SCHOOL

### **GM1341 Methods for Practical Entrepreneurship 1, 7.5 credits**

Metoder för praktiskt entreprenörskap 1, 7,5 högskolepoäng

*Second Cycle*

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#### **Confirmation**

This course syllabus was confirmed by Graduate School on 2018-04-23 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 1, is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

The course can be part of the following programmes: 1) Master of Science in Management (S2MAN), 2) Master of Science in Knowledge-based Entrepreneurship (S2KEN), 3) Program in Environmental Social Science (S1SML), 4) Master of Science in Marketing and Consumption (S2MAC), 5) Programme in Logistics management (S1LOM), 6) Master of Science in Economics (S2ECO), 7) Master of Science in Accounting and Financial Management (S2REF), 8) Programme in Business and Economics (S1HEG), 9) Master of Science in Finance (S2FIN), 10) Master of Science in International Business and Trade (S2IBT), 11) Master of Science in Logistics and Transport Management (S2LOG), 12) Master of Science in Innovation and Industrial Management (S2IFM) and 13) Programme in Business and Economics (S1HEM)

#### *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 Methods for Practical Entrepreneurship 1 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. Demonstrate the ability to utilize theoretical knowledge and hands-on tools and methods in order to address a series of issues related to venture creation and the incubation process.

#### *Competence and skills*

2. Demonstrate skills to critically evaluate material from different sources.

#### *Judgement and approach*

3. Demonstrate the ability to reflect about the implications of their business decisions in relation to moral and ethical considerations such as sustainability.

### **Course content**

This course aims to integrate theoretical knowledge with more practical methods of entrepreneurship. The empirical objective of this course is to focus on a pre-provided nascent idea or startup and how it can be developed through an iterative cycle driven by design-based entrepreneurial thinking. This is done in teams of students.

This meticulous process of identifying, hypothesizing, and evaluating venture ideas and activities based on designing business models. This includes aspects such as: comparing theory and practice of entrepreneurship through seminars and lectures; working with customer development, discovery and validation; Constructing and verifying assumptions about business models; Close collaboration between idea providers, students and other key resources/competences; Taking part in coaching activities with trainers and with GU ventures to facilitate the projects; Doing field research and interviews to collect and evaluate relevant data, etc. This process of supporting the venture project from idea to startup and beyond flows into the second year of the education in subsequent courses.

Within this course, methods, tools, techniques, and assessment systems will be provided to support methods for practical entrepreneurship at the individual student level.

In this course, a number of topics related to developing and verifying a business model canvas for a nascent firm will be discussed. Examples include areas such as:

- Entrepreneurial opportunities, behavior and learning processes relating to practical startup activities
- Customer discovery
- Sales and selling through customer validation
- Business model canvassing and planning through iterative design thinking
- Organization and team-work

### **Form of teaching**

The teaching consists of workshops, seminars and assignments.

*Language of instruction:* English

### **Assessment**

Learning outcome 1-3 are assessed through individual assignments including the exam, and team based evaluations.

Participation in workshops and seminars is compulsory. Valid absence from compulsory elements of the course can be substituted with alternative assignments.

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 three learning outcomes.

The course contains the following weighted assessment tasks:

Individual assignments including exam (55%)

Team based evaluations of distributed ideas and projects (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.