



GRADUATE SCHOOL

GM1342 Methods for Practical Entrepreneurship 2, 7.5 credits

Metoder för praktiskt entreprenörskap 2, 7,5 högskolepoäng

Second Cycle

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 Methods for Practical Entrepreneurship 2 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

A1F, Second cycle, has second-cycle course/s as entry requirements

Entry requirements

To be eligible for the course Methods for Practical Entrepreneurship 2, the participant must fulfil the entrance requirements for the Master of Science programme in Knowledge-based Entrepreneurship. In addition, the student must have been registered on the course Methods for Practical Entrepreneurship 1.

Learning outcomes

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

Knowledge and understanding

1. demonstrate the ability to select from and utilize complex theoretical knowledge, tools, and methods in order to address a series of issues related to venture creation during the pre-incubation process
2. independently identify and analyse central challenges related to new venture creation in the phase between a novel idea and project group up to starting a company

Competence and skills

3. apply abstract concepts and ideas related to theories and central challenges with professionalism in the context of a specific entrepreneurial venture
4. demonstrate skills necessary to form and validate hypotheses in order to develop appropriate plans related to the strategy of an entrepreneurial venture

Judgement and approach

5. demonstrate the ability to reflect about the implications of business decisions in relation to moral and ethical considerations.

Course content

This course focuses upon the process of venture creation and of pre-incubation of an entrepreneurial venture. This course builds upon the foundation of knowledge and skills related to pre-incubation processes, which was acquired in the course Methods for Practical Entrepreneurship 1. The students work with a pre-incubation process related to the development of a new business.

In the current course, Methods for Practical Entrepreneurship 2, the students will demonstrate progression in their learning, broadening the knowledge gained previously and in terms of working more independently. Students will be expected to continuously develop their business idea through an iterative process of hypothesis formation, testing, and adjustment.

The learning content of this courses focuses on formalizing a partially-validated idea into a comprehensive business concept by defining and developing key attributes. Teaching modules will focus on strategy, societal implications, marketing, and sales.

Form of teaching

These forms of teaching are used: project work (with logs), lectures, workshops, coaching sessions, and a group presentation.

Language of instruction: English

Assessment

The learning outcomes are assessed through:

- Project logs (learning outcomes 1, 2, 3, 4 and 5)
- Coaching sessions (learning outcomes 2, 3, 4 and 5)
- Group oral presentation (learning outcomes 2 and 3)
- Exam (learning outcomes 1, 3, 4 and 5)

The project logs are living documents that should regularly be updated throughout the course. The group oral presentation and exam will occur at the end of the course.

Participation in coaching sessions is mandatory. Absence from the group oral presentation and/or coaching sessions can be replaced with alternative assignments.

Individual assignments and exams shall be written individually, cooperation in formulating text, tables, figures etc. is not allowed.

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 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 examination forms. The grade on the course is based on 45% individual exam, 20% individual project logs and 35% group presentation.

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.