

COURSE SYLLABUS

Creating a New Venture, 7,5 credits

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Course Code: JCNR21

Confirmed by: Council for Undergraduate and Masters Education Feb 1, 2011

Valid From: Aug 22, 2011

Version: 1

Education Cycle:	Advanced level
Disciplinary domain:	Social sciences
Subject group:	FE1
Specialised in:	A1N
Main field of study:	Business Administration

Intended Learning Outcomes (ILO)

This course will give students the opportunity to further develop their entrepreneurial selves. By exposing students to a unique learning environment, this course will challenge students to confront typical issues faced by today's entrepreneurs. Students will be challenged to create a venture as a practical, hands-on learning experience, which is complemented with academic reflection. This course will also expose the students to analytical and lateral thinking, behavioural flexibility, decision-making, leadership, team building, oral and written communication, personal selling, stress management and acceptance of uncertainty, which are all important elements for developing entrepreneurial selves.

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

Knowledge and understanding

- activate relevant academic insights for application in venture ideas
- critically assess entrepreneurial activities relating to relevant theories and models

Skills and abilities

- identify and act on venture opportunities
- analyze and value the market potential of venture ideas
- develop a venture idea from a first pitch to launch
- overcome challenges typical for new ventures

Judgement and approach

- demonstrate an entrepreneurial attitude towards solving problems creatively
- feel comfortable with the own 'entrepreneurial self'
- have developed social skills which can be applied in different contexts

Contents

The course provides students the opportunity to further develop their entrepreneurial selves through reflective experimentation. Focus is put on practical activities related to developing new venture ideas, while critically reflecting about these activities related to relevant theoretical insights. Thereby the process of entrepreneurship is experienced in practice.

Areas covered are:

- assessing the feasibility of venture ideas
- developing new venture ideas to launch
- legal forms and governance issues of ventures
- new venture marketing
- new venture finance and accounting

Type of instruction

The course is designed to be highly interactive and demands that all students actively participate and take charge of their own learning process. Lectures, seminars, student presentations, guest lectures, and work with venture ideas provide input to this process.

The teaching is conducted in English.

Prerequisites

Bachelor Degree in Business, Economics or Industrial Engineering equal to 180 ECTS credits (or the equivalent)

Examination and grades

The course is graded Fail (U), Pass (G) or Pass with Distinction (VG).

The examination in this course consists of different parts.

The intended learning outcomes related to Knowledge and Understanding are examined through literature seminars as well as assessing venture ideas. Assessment, Attitude and Social Skills are mainly examined through practical tasks related to developing a venture idea towards launch as well as critical reflection exercises as well as active participation in and contribution to the course seminars and activities. The intended learning outcomes related to Skills and Abilities are examined through the pitching an own venture idea, as well as the further development of a venture idea towards launch.

- Pitch of venture idea (10%)
- Developing of venture (along different milestones) (30%)
- Active participation in class sessions (20%)
- Reflective assignments for literature seminars and case seminars (20%)
- Final presentation of venture project (20%)

The grade is translated to the ECTS grading scale (A, B, C, D, E, Fx or F).

Registration of examination:

Name of Test	Value	Grading
Examination	7.5 credits	U/G/VG

Course evaluation

At the outset of the course the course manager ensures that course evaluators are elected (or exist) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course manager discuss the course evaluation and possible improvements. The result is reported to, among others, the Associate Dean for Education, the Council for Undergraduate and Master Education, and the Board of Directors of JIBS. The course manager shall at the outset of the following course report results and measures taken in the previous course evaluation.

Course Literature

Literature

L.K. Gundry & J.R. Kickul: Entrepreneurship Strategy - Changing Patterns in New Venture Creation, Growth, and Reinvention, Sage, ISBN: 9781412916561

Compendium: A list of selected readings will be posted on the course page.