

## COURSE SYLLABUS

Entrepreneurial Creativity, 7,5 credits

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Course Code: JECC17

Confirmed by: Council for Undergraduate and Masters Education Jun 27, 2007

Valid From: Jun 1, 2010

Version: 1

Education Cycle:	Basic level
Disciplinary domain:	Social sciences
Subject group:	FE1
Specialised in:	G2F
Main field of study:	Business Administration

## Intended Learning Outcomes (ILO)

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

### Knowledge and understanding

1. understand decision-making processes during opportunity identification, evaluation and implementation in entrepreneurial context;
2. understand the role of creativity in entrepreneurial process.

### Skills and abilities

3. Articulate the difference between different decision-making modes;
4. Acquire, assess and analyse data necessary to perform feasibility analyses;
5. Select the appropriate form of a feasibility analysis depending on the opportunity type.

### Judgement and approach

6. Assess creativity of their entrepreneurial decisions, i.e. assess whether suggested solutions are both novel and appropriate.

## Contents

Theoretical concepts, definitions, meanings and implications of "the entrepreneurial way to make decisions"; methods of creative problem-solving; individual and team creativity in entrepreneurial/organisational contexts; fit between type of opportunity and appropriate decision-making mode; identifying and refining opportunity; evaluating the feasibility of a business idea will all be part of the course.

## Type of instruction

Interactive lectures based on active student participation; "hands-on" approach to decision-making in entrepreneurial settings, i.e. students are supposed to identify an opportunity, refine it and

evaluate the feasibility of the venture idea. Students are also meant to reflect on their own cognitive process while making a decision of opportunity identification and evaluating the feasibility of the ensuing business idea.

The teaching is conducted in English.

## Prerequisites

At least 60 credits including 45 credits in Business Administration or Economics (or the equivalent)

## Examination and grades

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

Knowledge and understanding of concepts within the course is examined through a written examination (40% of the course grade); ability to apply theoretical knowledge to practice (Knowledge and Understanding) is demonstrated through case reports (10% of the course grade), whereas ability to creatively apply students' knowledge in entrepreneurial context (Skills and Abilities; Judgment and Approach) is demonstrated through a) Opportunity-in-Town assignment (opportunity identification and beginning of its feasibility evaluation) and b) subsequent course project, when students derive a business idea from identified opportunities, evaluate it and prepare a business plan (50% of the course grade).

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 <sup>1</sup>	7.5 credits	U/G/VG

<sup>1</sup> Determines the final grade of the course, which is issued only when all course units have been passed.

## Course evaluation

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

## Course Literature

### Literature

- Barringer, Bruce R & R. Duane Ireland (200x). Entrepreneurship: Successfully Launching New Venture. Prentice-Hall, ISBN 0-13-061855-1
- Compendium of articles