



**LUND**  
UNIVERSITY

School of Economics and Management

## **ENTN01, The Entrepreneurial Process and Opportunity Recognition, 7.5 credits**

*The Entrepreneurial Process and Opportunity Recognition, 7,5  
högskolepoäng*

**Second Cycle / Avancerad nivå**

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### **Details of approval**

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2011-05-20 and was last revised on 2020-02-20. The revised syllabus applies from 2020-02-20, autumn semester 2020.

### **General Information**

The course is a master level course and a compulsory part of the masters program, Entrepreneurship.

*Language of instruction:* English

The course is offered in English. Students must therefore be able to communicate in English both orally and in writing.

*Main field of studies*

Entrepreneurship

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

A passing grade on the course will be awarded to students who are able to:

#### **Knowledge and understanding**

- Demonstrate knowledge and understanding of key concepts related to the entrepreneurial process.
- Demonstrate knowledge and understanding of core theories, models and concepts within the field of entrepreneurship.

### **Competence and skills**

- Demonstrate the ability to apply methods to recognize, explore and evaluate entrepreneurial opportunities.
- Demonstrate the ability to practice and manage teamwork in the entrepreneurial process.
- Demonstrate the ability to present group work in written and oral form.

### **Judgement and approach**

- Demonstrate the ability to apply entrepreneurial knowledge and make judgments under time constrained situations.
- Evaluate and apply decision criteria for entrepreneurial opportunities in uncertain environments.

### **Course content**

Individuals involved in the entrepreneurial process need to possess knowledge and skills to recognize opportunities and to make decisions related to what opportunities are worth to explore further. Based on academic research on entrepreneurship, the objective of the course is to provide students with knowledge and skills of how to recognize, explore and evaluate entrepreneurial opportunities. The course will also provide students with knowledge about how to make decisions in uncertain environments and how to initiate and carry out teamwork in the entrepreneurial process.

The course will consist of four parts:

- 1) Introduction to important key concepts in the entrepreneurial process, such as opportunity recognition, entrepreneurial learning, and different forms of entrepreneurship. There will also be an introduction to entrepreneurial decision making, where effectuation theory is introduced and discussed. In this part the students get to know principles and methods for making decisions in the entrepreneurial process.
- 2) Application of methods for recognizing and exploring entrepreneurial opportunities.
- 3) Evaluating and applying decision criterion for entrepreneurial opportunities. Students will develop skills in methods for analyzing and evaluating entrepreneurial opportunities.
- 4) Initiating and carrying out teamwork in the entrepreneurial process. In this part the students are working in teams during the course. Examples of issues addressed are how to handle conflicts between team members and the different roles people perform in teams.

### **Course design**

The range of teaching methods varies, but primarily consists of lectures, seminars, teamwork and group discussions. Assigned readings are an integral part of the teaching methods.

## Assessment

Examination includes both individual and group assignment.

This course is participative, intensive and utilizes experiential learning.

Active participation is part of the examination.

Subcourses that are part of this course can be found in an appendix at the end of this document.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

**Grade** (Definition) Points or % out of maximum points. Characteristic.

**A** (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F (U)** (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

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*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## **Entry requirements**

Bachelor degree (or equivalent) (i.e. 180 UCP or ECTS-cr.). Previous knowledge of Business Administration is not required.

## **Further information**

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

## Subcourses in ENTN01, The Entrepreneurial Process and Opportunity Recognition

Applies from H20

- 2001 Oral Exam, 4,5 hp  
Grading scale: Fail, Pass
- 2002 Entrepreneurial Challenge, 3,0 hp  
Grading scale: Fail, Pass

Applies from H15

- 1501 Entrepreneurial Challenge, 1,5 hp  
Grading scale: Fail, Pass
- 1502 Oral Exam, 4,5 hp  
Grading scale: Fail, Pass
- 1503 Opportunity Diary, 1,5 hp  
Grading scale: Fail, Pass