



LUND
UNIVERSITY

School of Economics and Management

**IBUG91, International Business: Innovation and
entrepreneurship, 7.5 credits**
*International Business: Innovation and entrepreneurship, 7,5
högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2018-08-17 and was last revised on 2023-09-01 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2023-09-01, spring semester 2024.

General Information

The course IBUG91 is a course in International Business at the undergraduate level. The course is not open for other students outside of the International Business Programme.

Language of instruction: English

Main field of studies

International Business

Depth of study relative to the degree requirements

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

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

Knowledge and understanding

- Demonstrate understanding of key concepts in innovation and entrepreneurship
- Demonstrate understanding of conditions facing established as well as independent new companies in terms of innovation and entrepreneurship

Competence and skills

- Demonstrate ability to use models in order to recognize opportunities for

- innovation
- Demonstrate an ability to prepare for how to realize an opportunity for innovation

Judgement and approach

- Demonstrate an ability to evaluate the application of literature in the field of innovation and entrepreneurship

Course content

The course is organized based on elements involved in the innovation process. Characteristics facing established as well as independent new companies are discussed. The first part is opportunity recognition. This part discusses sources for innovation and models for opportunity recognition. The second part is focused on organizing and mobilization of resources for developing the opportunity. The third part focuses on the actual development of the opportunity for innovation. Finally, the fourth part is focused on how to capture value from the innovation opportunity. This part discusses among others the role of Intellectual Property Rights (IPR) and the role of the business model in order to realize and capture the value of an innovation.

Course design

The course is based on lectures, seminars and supervision.

Assessment

The course is examined through:

1. Group assignment (1.5 credits) P/F
2. Individual exam (6.0 credits/ P/F

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).

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

Student has at least 60 credits in first-cycle course/s as entry requirements.

The course is mandatory for students taking the International Business Programme.

The course is not open for other students outside of the Programme.

The course corresponds to the course FEKH92 and only one of these courses may be included in the same degree.

Further information

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for re-examination of respective 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 IBUG91, International Business: Innovation and entrepreneurship

Applies from V21

- 2101 Individual exam, 6,0 hp
Grading scale: Fail, Pass
- 2102 Group assignment, 1,5 hp
Grading scale: Fail, Pass

Applies from V20

- 2001 Individuell take home exam, 4,5 hp
Grading scale: Fail, Pass
- 2002 Group assignment, 3,0 hp
Grading scale: Fail, Pass