



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

Details of approval

The syllabus is an old version, approved by Academic Director of Studies at Department of Business Administration on 2011-05-20 and was valid from 2011-09-01, autumn semester 2011.

General Information

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

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

- Describe key concepts in the entrepreneurial process.

Competence and skills

- Demonstrate knowledge of core theories, models and concepts within the field of entrepreneurship.
- Apply methods to discover, sample and evaluate new business opportunities.
- Practice and manage teamwork in the creation of a new venture.

- Demonstrate an ability to present group work in written and oral form.

Judgement and approach

- Apply entrepreneurial knowledge and making judgments in practice.
- Evaluate and apply decision criteria for new business opportunities in uncertain environments.

Course content

Individuals involved in the process of new venture creation need to make frequent decisions about what opportunities are worth exploring and, among the various solutions available, which opportunities are worth further exploitation. Based on academic research on entrepreneurship, the objective of the course is to provide students with knowledge of how to discover, sample and evaluate new business 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 creation of new ventures.

The course will consist of four parts:

- 1) 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. There will also be an introduction to important key concepts in the entrepreneurial process, such as opportunity recognition, finding and allying with partners, team building, industry and market analysis, resource acquisition and access to finance.
- 2) Application of methods for discovering, sampling, and evaluating new business opportunities.
- 3) Evaluating and applying decision criterion for new business opportunities. In this part the students will practice effectuation theory in relation to new business opportunities and how new ventures should be created. The students are working in teams and cases are formulated, presented, and discussed in class.
- 4) Initiation and carrying out teamwork in their practice of new venture creation. In this part the students are working in teams during the course. Here they will practice teamwork and how it affects the creation of a new venture. 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, case discussions, teamwork and group discussions. Assigned readings, in the form of textbooks and research articles, are an integral part of the teaching methods.

Assessment

Examination primarily consists of combinations of written assignments, oral presentations, and written closed-book examinations. Assignments can be in the form of group and teamwork, case studies etc.

This course is participative, intensive and utilizes action based learning. At least 50% of the course is examined on an individual basis. 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.

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

Bachelors degree or equivalent (i.e. 90 UCP or ECTS-cr.). Previous knowledge of Business Administration is not required.

Further information

The course ENTN01 cannot be combined with BUSM61.

Subcourses in ENTN01, The Entrepreneurial Process and Opportunity Recognition

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

Applies from H14

- 1401 Entrepreneurial Challenge (report), 1,5 hp
Grading scale: Fail, Pass
- 1402 Opportunity Diary (report), 1,5 hp
Grading scale: Fail, Pass
- 1403 Oral Examination, 4,0 hp
Grading scale: Fail, Pass
- 1404 Seminar, 0,5 hp
Grading scale: Fail, Pass