



LUND
UNIVERSITY

School of Economics and Management

ENTN07, Value Creation, 7.5 credits

Value Creation, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2022-03-30 and was last revised on 2022-03-30 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2022-03-30, autumn semester 2022.

General Information

Language of instruction: English

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

Value creation is a central topic in entrepreneurship.

We have recently witnessed fundamental changes with regards to the types of value an entrepreneur has the opportunity to propose. This is in response to changes in customer needs, technological innovation, an increasing focus in social impact and a demand towards being more sustainable. Entrepreneurs can be expected to create and propose blended value which attends to their customers and users, but also society and our planet (sustainability). The understanding of how and what kinds of value entrepreneurs create and propose is thus central to this course.

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

Knowledge and understanding

- Demonstrate knowledge and understanding of central concepts within value creation
- Demonstrate knowledge and understanding of central concepts within entrepreneurial marketing

- Demonstrate an understanding of the key components of a value proposition and their interrelationships
- Demonstrate an understanding of the key components of blended value and how these can be integrated into a start-up

Competence and skills

- Demonstrate an ability to critically evaluate an early start-up idea
- Demonstrate the skills to test an early start-up idea using primary data
- Demonstrate the ability to analyse secondary market data
- Demonstrate the ability to apply a design thinking approach to a start-up

Judgement and approach

- Demonstrate the capacity to assess the feasibility of a start-up idea
- Demonstrate the capacity to assess the social and/or sustainable value entrepreneurship can create
- Demonstrate the capacity to apply a critical perspective on social and sustainable entrepreneurship

Course content

In this course we explore value creation. Value creation in terms of the value we propose to our customers and users, but also the value you as entrepreneurs can create for society and the planet. During the course we will adopt an action-oriented pedagogy, meaning that you will actively work on an entrepreneurial project in teams. Throughout the course we will design and test your value propositions in an iterative search for a "product market fit".

In our search, we will adopt methods of design thinking, mom testing and a feasibility analysis of your start-ups.

The course is split into two parts, in week one and two our focus will be on how we can understand and create blended value for society, the planet and our customers and users.

In weeks two, three and four the course we will focus on your entrepreneurial projects, where you will explore, test and iterate your own value propositions.

Course design

Teaching methods will vary, but primarily consist of lectures, guest lectures, group work, practice and case discussions. The students' real-life projects will be in focus.

Assessment

The students will be examined on their learning outcomes in both group and individual assessment.

Examination consists of combinations of written assignments and oral presentations. This course is participative, intensive and utilises action-oriented learning.

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 points. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

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

C (Good) 65-74 points. 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 points. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54 points. 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 points. 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

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 ENTN07, Value Creation

Applies from H22

- 2201 Feasibility Analysis, 3,5 hp
Grading scale: Fail, E, D, C, B, A
- 2202 Customer Analysis, 3,0 hp
Grading scale: Fail, E, D, C, B, A
- 2203 Individual reflection, 1,0 hp
Grading scale: Fail, Pass