Programme Curriculum for Master’s Programme in Entrepreneurship and Innovation

1. Identification

<table>
<thead>
<tr>
<th>Name of programme</th>
<th>Master’s Programme in Entrepreneurship and Innovation</th>
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<tr>
<td>Scope of programme</td>
<td>60 ECTS</td>
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<tr>
<td>Level</td>
<td>Master level</td>
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<tr>
<td>Programme code</td>
<td>EAGEI</td>
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<tr>
<td>Decision details</td>
<td>Board of the School of Economics and Management</td>
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<td>Amendment details</td>
<td>2020-01-30</td>
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2. Programme description

In a society characterized by increased dynamics and uncertainty, individuals with entrepreneurial skills are of vast importance. Entrepreneurial skills enable individuals to discover and exploit opportunities in the marketplace as well as drive innovation in existing companies. The programme focus on new venture creation, but also provide knowledge on entrepreneurial processes in existing businesses. The master’s programme focus on the process of recognising and exploiting opportunities with growth potential. In addition, the balance of economic, social and environmental sustainability is given attention throughout the programme.

The basis of the programme is the belief that entrepreneurship cannot be taught relying on traditional forms of instructions only, but has to be assimilated through real experiences and apprenticeship. Therefore, the programme is characterised by an action-oriented educational. Founded in rigorous academic research on entrepreneurship, the programme aims at providing students with a thorough grounding in theories related to the entrepreneurial process. At the same time students are encouraged to try out new ideas, knowledge and skills in practice in order to prepare for a future entrepreneurial career either in an independent new venture or in an existing organisation.

Career opportunities
There is a general consensus that more entrepreneurial activities would benefit the entire society. There is a need for new businesses as well as employees within existing organisations with an entrepreneurial approach and behaviour that can exploit and develop new business ideas.

The programme will encourage the students to start their own ventures and become self-employed, or to work in advisory roles to new venture start-ups or working in existing organisations.

Connections to further studies
Today, entrepreneurship is an established research field within the most departments of Business Administration in Sweden as well as in Europe at large. Given that other requirements are fulfilled, students that may be interested in applying to doctoral studies should have possibilities to fulfilling the requirements for PhD programmes in Business Administration.
3. Learning outcomes

This master programme provides students a range of valuable skills, knowledge and insights that prepares them for an entrepreneurial career. Learning outcomes refer to what a student will be able to know or do at the end of the programme. The learning outcomes within this programme are described below.

These learning outcomes will be particularly useful for students aiming at pursuing an entrepreneurial career in the form of starting up their own venture, or an entrepreneurial career as development-project managers for new business projects in established organisations. In addition, the programme will provide valuable knowledge and skills about entrepreneurial processes for individuals who will work close to new independent ventures and existing organisations.

Mission driven learning outcomes
Graduates of the programme will be trained as reflective practitioners in taking an active part in developing a sustainable society building on innovative thinking.

In accordance with the Higher Education Ordinance, a Master of Science (60 credits) is awarded to students who at the completion of the programme accomplish the following:

Knowledge and understanding
- demonstrate knowledge and understanding of different aspects of entrepreneurship and innovation, and its role in business and society
- demonstrate knowledge and understanding of economic, social and environmental sustainability and its role in entrepreneurship and innovation
- demonstrate knowledge and understanding within the field of entrepreneurship and innovation, including both an overview of the field and specialised knowledge of certain parts of the field, as well as insight into current research and development work
- demonstrate specialised methodological knowledge in the field of entrepreneurship and innovation
- demonstrate an understanding of the role of entrepreneurship and entrepreneurs for societal development and economic growth

Skills and abilities
- demonstrate the ability to integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information
- demonstrate the ability to identify and formulate issues autonomously as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames
- demonstrate the ability in speech and writing to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, and
- demonstrate the skills required for participation in research and development work or employment in some other qualified capacity
- demonstrate the ability to work in multicultural teams

Judgement and approach
- demonstrate the ability to make assessments within entrepreneurship and innovation, informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work
- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used
- demonstrate the ability to identify the personal need for further knowledge and take responsibility for ongoing learning

Independent project (degree project)
For a Master of Science (60 credits) students must have completed an independent project (degree project) worth at least 15 higher education credits in entrepreneurship and innovation, within the
framework of the course requirements.

4. Course information
The programme has the following structure:

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<th>Semester 1 (Autumn), 20 weeks</th>
<th>Semester 2 (Spring), 20 weeks</th>
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<tbody>
<tr>
<td>September</td>
<td>October</td>
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<tr>
<td>ENTN01 The Entrepreneurial Process and Opportunity Recognition, 7.5 ECTS</td>
<td>ENTN06 Entrepreneurial Marketing, 7.5 ECTS</td>
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<tr>
<td>ENTN08 Entrepreneurial Project, 15 ECTS</td>
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A year of study is divided into two semesters of 30 ECTS each. The autumn semester formally ends in late January each year, and the spring semester starts back-to-back. Both semesters are of 20 weeks each.

The programme consists of five compulsory courses equivalent to 30 ECTS credits along with the entrepreneurial project and the degree project, together equivalent to 30 ECTS credits. The compulsory courses in the programme cover theories, methods and applications in entrepreneurship and innovation. The courses are: i) the entrepreneurial process and opportunity recognition, ii) entrepreneurial marketing, iii) business model development, iv) entrepreneurial leadership and v) entrepreneurial finance. In addition, the students will carry out their degree project, by conducting a scientific study reported in the form of a thesis. In parallel with the degree project, the students will initiate and carry out their entrepreneurial project. This part of the course is a unique feature of the programme where students get to work with a real entrepreneurial project.

The following courses are included in the programme:

**ENTN01 The Entrepreneurial Process and Opportunity Recognition, 7.5 ECTS**
The course covers a range of models and methods for opportunity generation and evaluation. The objective is to assist students to develop their abilities to discover and generate business opportunities. The course consists of four parts; introduction to the entrepreneurial process, opportunity recognition, entrepreneurial decision making and teamwork in the entrepreneurial process. The course discusses entrepreneurship in different contexts.

**ENTN06 Entrepreneurial Marketing, 7.5 ECTS**
The aim of this course is threefold. Firstly, it introduces students to the concept of marking in the context of entrepreneurship and new venture creation, an emphasis
is placed upon the creation of value. Secondly, the feasibility of a new venture project is tested and analysed. An understanding of customers and users is emphasized during this process. Thirdly, the course explores how to communicate a business idea or value proposition to potential investors, customers and other stakeholders.

**ENTN10 Business Model Development, 5 ECTS**
In this course the student develops an understanding about different forms of business models. Furthermore, the student gains an understanding of the conditions for business model development. Based on this the student develops an ability to develop, iterate and test business models.

**ENTN15 Entrepreneurial Leadership, 5 ECTS**
The course provides students with knowledge and skills to identify, understand and tackle key challenges associated with leading a startup with growth ambitions. The course focuses on “people-problems” faced and created by different groups of people, such as founders, co-founders, hires, investors and successors. Critical issues include identifying and recruiting co-founders, establishing roles, relationships and rewards within the startup team, hiring new talent, onboarding investors, and managing succession.

**ENTN16 Entrepreneurial Finance, 5 ECTS**
This course provides students with theoretical and practical knowledge about resource management and finance of new ventures. The students will get to know and use basic frameworks and techniques for analyzing and utilizing critical resources and capabilities in emerging ventures. There will be emphasis on issues like the control and influence over resources in the pursuit of new venture opportunities, the assessment of financial requirements in new ventures, bootstrapping strategies, venture capital markets, and decisions about company foundation, ownership, outside assistance, and other legal issues (corporate governance).
In addition, the course will enhance the students’ knowledge about the financial markets for new ventures. Particularly the way different investors, such as banks, venture capitalists and business angels make their investments in new ventures, and how they manage their portfolio after the investments are made.

**ENTN08 Entrepreneurial Project, 15 ECTS**
The students start the project work already at the outset of the programme and the course follows the students’ entrepreneurial process throughout. Most of the project workload of the entrepreneurial projects take place during the second study period. The course follows, supports and is structured around the students’ own entrepreneurial project. Successful completion of the entrepreneurial project is required to obtain the certificate at the end of the master education.

It should be explicitly mentioned that successful completion of the entrepreneurial project does not necessarily mean that the project must end up as a successfully launched venture, although this is a desired goal. What is important is that the entrepreneurial project has served as a learning process and that the students involved have been equipped with valuable experiences that can be utilized in future entrepreneurial ventures. The process of carrying out students’ entrepreneurial projects will be characterised by continuous support in the form of a dedicated advisory board per project, continuous feedback from
Students can expect to learn more about on project management such as how to meet milestones, present ideas (written and visually), handle feedback, track learning via keeping learning journals etc.

ENTN19 Degree project, 15 ECTS
In addition to the entrepreneurial project, the students are also following a course specifically aimed at developing their analytical and reflective skills by making a scientific investigation about a topic within the area of entrepreneurship and new venture creation. There is a large accumulated body of actionable knowledge about how to practice various forms of entrepreneurship. However, this knowledge is primarily accessible to people that can interpret, “absorb” and implement these research findings into their own venturing efforts. During the course the students are provided with opportunities to develop their ability to critically examine, evaluate and draw conclusions from entrepreneurship research.

The main activity in the course is the scientific investigation, which is conducted during the spring term. This investigation will be reported in the form of a thesis and its content presented at a final seminar in the end of the course. A series of lectures, seminars and direct supervisions are organized to support the students in the process. There will be a special emphasis on various research methodologies and their implications for collecting and analysing empirical data. Although the course focuses specifically on research methodologies applied in the entrepreneurship discipline the content constitutes the basis for methods in any area of social research. In all, the course encourages hands-on experience and collaborative learning and involves interactions and discussions with research-active faculty members in the exploration of various approaches and methodologies.

5. Degree
Upon successful completion of the programme a Master of Science (60 credits) will be awarded in compliance with the National Higher Education Ordinance (SFS 2006:1053). Major will be in Entrepreneurship and Innovation. In Swedish the degree will be: Filosofie magisterexamen, huvudområde entreprenörskap och innovation.

6. Admission requirements and selection criteria
An undergraduate degree (BA/BSc). English 6.

Selection criteria
Selection will be based on a total assessment of the student’s previous academic qualifications, a CV and a statement of purpose.
7. Other information

Courses at the School of Economics and Management are graded according to the criterion-referenced principal grades A-F:

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<tr>
<th>GRADE</th>
<th>POINTS</th>
<th>CHARACTERISTIC</th>
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<tr>
<td>A</td>
<td>100-85</td>
<td>Excellent: A distinguished result that is excellent with regard to the following aspects – theoretical depth, practical relevance, analytical ability and independent thought.</td>
</tr>
<tr>
<td>B</td>
<td>84-75</td>
<td>Very good: A very good result with regard to the above mentioned aspects.</td>
</tr>
<tr>
<td>C</td>
<td>74-65</td>
<td>Good: The result is of a good standard with regard to the above mentioned aspects and lives up to expectations.</td>
</tr>
<tr>
<td>D</td>
<td>64-55</td>
<td>Satisfactory: The result is of a satisfactory standard with regard to the above mentioned aspects and lives up to expectations.</td>
</tr>
<tr>
<td>E</td>
<td>54-50</td>
<td>Sufficient: The result satisfies the minimum requirements with regard to the above mentioned aspects, but not more.</td>
</tr>
<tr>
<td>F</td>
<td>49-0</td>
<td>Fail: The result does not meet the minimum requirements with regard to the above mentioned aspects.</td>
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It is up to the teaching professor to decide whether the credits of a course should be converted into a total of 100 points for each course, or if the scale above should be used as percentage points of any chosen scale instead.

Academic integrity

The University views plagiarism very seriously, and will take disciplinary actions against students for any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the University.