

Basic Entrepreneurship and Idea Feasibility Analysis

Programme course

6 credits

Grundläggande entreprenörskap och
idékvalificering

TEIO05

Valid from: 2017 Spring semester

Determined by

Board of Studies for Electrical
Engineering, Physics and Mathematics

Date determined

2017-01-25

Offered for the last time

Spring semester 2024

Main field of study

Industrial Engineering and Management

Course level

First cycle

Advancement level

G2F

Course offered for

- Civic Logistics
- Electronics Design Engineering, M Sc in Engineering
- Communication and Transportation Engineering, M Sc in Engineering

Specific information

The course is not offered during 2017

Entry requirements

Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

Prerequisites

The requirements for participating in lectures and examination in semester 5. Students are expected to be able to collect and structure information independently, communicate orally and in writing, plan and execute a project-based assignment in group and perform basic calculations. They are also expected to have some ability of creative and critical thinking.

Intended learning outcomes

The purpose of the course is for students to acquire knowledge and abilities within the field of entrepreneurship, with particular focus on formulation and evaluation/qualification of ideas for entrepreneurial ventures. The learning outcomes is that students after the course should

- be able to describe, compare and take a position on different perspectives on entrepreneurship
- be able to reflect on what entrepreneurship can be within their own technological field
- be able to give an account of critical factors for the establishment of an entrepreneurial venture
- be able to give an account of the information and analyses required to evaluate an idea for an entrepreneurial venture and have some ability to collect and analyse relevant information for that purpose
- have some ability to communicate a business idea proposal orally and in writing

Course content

The course is organised in three themes:

- *What is entrepreneurship?* Students are faced with different perspectives on entrepreneurship and are allowed to form their own opinion of what entrepreneurship may be.
- *Entrepreneurship as the establishment of new ventures.* What is an entrepreneurial venture? How is an idea, upon which a venture could be founded, formed and developed? What organisational forms can an entrepreneurial venture take? What is required for an entrepreneurial venture to stand on its own feet? How are entrepreneurial ventures financed?
- *Idea feasibility analysis.* The process from idea to business plan. The prestudy details (goal/vision, business idea, market and competitive strategy, marketing, business model, profitability and financing).

Teaching and working methods

The course is organised in terms of lectures and seminars, where theories of entrepreneurship are mixed with, and illustrated by, practical examples, the experiences of our guest lecturers and student practices. Group assignments and individual assignments support learning. *Driving force is an important aspect of entrepreneurship, and students' engagement will therefore be emphasized in the course; the course is to a large extent problem-based and students are required to take responsibility for their own learning, individually and in groups.* The course runs over the entire spring semester.

Examination

UPG2	Project	4 credits	U, 3, 4, 5
UPG1	Assignments	2 credits	U, 3, 4, 5

The individual assignment and the individual written test serves to secure that every individual have reached the learning goals of the course, they thereby exam all three themes of the course. The group work consist of a feasibility analysis of a business idea and it examines in first hand the themes 2 and 3. The grades on the individual assignments, the written test, the group work and the course as a whole will be based on an assessment of all included elements.

Grades

Four-grade scale, LiU, U, 3, 4, 5

Other information

Supplementary courses: Innovative entrepreneurship and business planning

Department

Institutionen för ekonomisk och industriell utveckling

Director of Studies or equivalent

Dag Swartling

Examiner

Charlotte Norrman

Course website and other links

<http://www.iei.liu.se/pie/teio05/filarkiv/1.508575/kursPMteio052014.pdf>

Education components

Preliminary scheduled hours: 48 h

Recommended self-study hours: 112 h

Course literature

Landström och Löwegren (2009) Entreprenörskap och företagsetablering, Studentlitteratur (huvudbok) McKinsey (1998): Från idé till företag. Affärsplanering för framgång. McKinsey & Company, Göteborg och Stockholm. Vetenskapliga artiklar och bokkapitel, praktikfallsbeskrivningar och annat material som delges via kursens hemsida.

Common rules

Regulations (apply to LiU in its entirety)

The university is a government agency whose operations are regulated by legislation and ordinances, which include the Higher Education Act and the Higher Education Ordinance. In addition to legislation and ordinances, operations are subject to several policy documents. The Linköping University rule book collects currently valid decisions of a regulatory nature taken by the university board, the vice-chancellor and faculty/department boards.

LiU's rule book for education at first-cycle and second-cycle levels is available at http://stydokument.liu.se/Regelsamling/Innehall/Utbildning_pa_grund-_och_avancerad_niva.