

# Syllabus

for course at advanced level

**Execution - Running Your Own Company**  
**Genomförande**

**7.5 Higher Education  
Credits**  
**7.5 ECTS credits**

<b>Course code:</b>	FE6602
<b>Valid from:</b>	Autumn 2009
<b>Date of approval:</b>	2009-08-28
<b>Department</b>	Stockholm Business School
<b>Main field:</b>	Företagsekonomi
<b>Specialisation:</b>	AXX - Second cycle, in-depth level of the course cannot be classified

## Decision

This syllabus was approved by the Graduate Studies Committee (Masterutbildningsnämnden, MUN) at Stockholm University School of Business 2009-08-28.

## Prerequisites and special admittance requirements

120 HE credits. Swedish upper secondary school course English B or equivalent.

## Course structure

Examination code	Name	Higher Education Credits
6602	Execution - Running Your Own Company	7.5

## Course content

The course consists of the following course module:

- Execution – Running Your Own Company 7,5 hp, provkod 6602

The course focuses on supporting the student in her or his decisions and other action in the new business venture. It is assumed that students entering the course have a formulated business idea to be realized, as well as a genuine interest in pursuing this business idea in their own company.

The outline of the course is built on experience from active entrepreneurs and follows the typical stages in a new venture, starting with the evaluation and refinement of the existing business idea, moving on to resourcing (venture capital supply, internal resources etc), market and communication plans etc. The course will focus on:

- Strategy (What?) – i.e. markets, offer, business idea, getting-started and setting up a board of directors.
- People (Who?) – i.e. entrepreneurial team, recruitment and motivation.
- Operational work (Let's do it!) – i.e. management/culture, sales/marketing, production and negotiation.

Theoretically, the course connects to the opportunity-based models of entrepreneurship and business creation, as well as to a contextual approach to the venture creation process (i.e. the idea that the very character of the venture creation process is dependent on the type of business, as for instance in the biotechnology, TIME, finance or environmental technology sectors).

Students with the best business projects will be given the chance to present them to a panel of entrepreneurs

and venture capitalists.

The course will mix and match lectures with debates, discussions and workshops by the students as well as leaders in the field.

### **Learning outcomes**

The intended learning outcomes for this course are for the participants to be able to

- demonstrate experience from launching a venture
- exploit a feasible business opportunity by applying different models of entrepreneurship execution
- describe the overall process and different phases of launching a venture, its context and common pitfalls
- analyse and discuss the process of recruitment, team building and management in the context of new ventures
- analyse, explain and show experience from the usage of advanced negotiation and sales models, theories and practices
- argue for the importance of, different kinds of and the meanings of a board and its recruitment
- explain and use basic models for company growth and expansion to new markets
- argue for the importance of execution, decision making and action-oriented management in entrepreneurship and innovation processes
- apply understanding for and knowledge of advanced models of market and market actor behavior.

### **Education**

The course is delivered in the form of

- Lectures/seminars for overview of the main subject areas.

The content and schedule for all teaching and learning activities will be given when the course commences. The language of instruction for all teaching and learning activities is English. Instruction will be offered only if enough resources are available.

### **Forms of examination**

The students' grade will depend on four factors:

- Written theory exam.
- Individual pre-class case assignments.
- Book review.
- Field report.

Grades are given in accordance with a criterion-referenced scale. A, B, C, D, and E are Pass grades. Fx and F stand for Fail grades.

#### **b) Grading criteria**

Grading criteria are decided by the head of the course and stated in written information issued when the course commences.

#### **c) Course requirements**

Successful completion of the course requires

- attendance and active participation at seminars as indicated in information available on the course web page or issued when the course commences (course requirement)
- a minimum E grade in the final examination.

#### **d) Other**

Students having received the grade E or higher in the final examination are not allowed to retake the examination.

### **Interim**

In the event of major changes to the content or the required readings of the course, or suspension of the course altogether, students are entitled to an opportunity to retake the examination according to the present syllabus once each semester during the subsequent three semesters after the change has been effected.

### **Limitations**

The course can not be included as part of a degree in conjunction with other similar courses accomplished at other universities in Sweden or abroad.

**Misc**

The course is only offered within Stockholm School of Entrepreneurship (SSES).

**Required reading**

- Kathleen R. Allen, Launching new ventures: an entrepreneurial approach, third edition or later, Houghton Mifflin Company
- Additional articles and case studies to be distributed in class.