

Syllabus

for course at advanced level

Execution - Running Your Own Company
Genomförande

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	FE6602
Valid from:	Autumn 2016
Date of approval:	2009-08-28
Changed:	2016-03-07
Department	Stockholm Business School
Main field:	Företagsekonomi
Specialisation:	AXX - Second cycle, in-depth level of the course cannot be classified

Decision

This syllabus was approved by the Director of Commissioned Education at Stockholm University School of Business 2009-08-28, reviderad 2011-07-15, latest revision 2016-03-07.

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 focuses on supporting the student in her or his decisions and other action in the new business venture.

Students entering the course should have an intention in pursuing a business idea in a company of their own.

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 practical steps in setting up a firm, assembling resourcing (external capital, internal resources etc.), market and communication plans.

The course will focus on:

- Strategy (What?) – i.e. markets, offer, business idea, getting-started and establishing a network
- People (Who?) – i.e. entrepreneurial team, recruitment and motivation
- Operational work (Let's do it!) – i.e. resource gathering, 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 character of the venture creation process depends on the type of business and industry)

Learning outcomes

The objective of the course is to enable the student to start a business of her/his own. After the course, participants will be able to:

- Understand and demonstrate knowledge of important issues faced when starting a new firm
- Manage important issues faced when starting a new firm
- Argue for critical processes and steps required when starting a new firm
- Be aware of resources required when starting a new firm
- Assemble resources for starting a new firm
- Conduct a market analysis
- Present a business model
- Conduct a basic financial analysis of a new venture

Education

During the course we will go through the practical steps of launching a new venture.

A blend of teaching methods including lectures, exercises and presentations, project work and group discussions will be used for the course. This is an intense course and commitment is necessary. Students will be expected to actively work with their venture idea from day 1 in the course. The course examination is based on the execution of a real business idea in groups of 2-5 students.

There will be mandatory group presentation during and at the end of the course and there is also a written exam.

Language of instruction is English.

Forms of examination

Examination

The student's grade will depend on three factors:

- Assignments and presentations (group/individual)
- Final executive summary (group)
- Written exam (individual)

Students will be required to satisfactorily complete all of the course assignments in order to receive a passing grade.

Grading scale

Fail (F), Fail (Fx), Sufficient (E), Satisfactory (D), Good (C), Very good (B), Excellent (A)

Attendance

Attendance is compulsory.

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 offered to students admitted to a master program at SU and is given within Stockholm School of Entrepreneurship (SSES).

Required reading

Literature will be announced in connection to the start of the course.