

Syllabus

for course at advanced level

**Ideation - creating a business idea
Idégenerering**

**7.5 Higher Education
Credits
7.5 ECTS credits**

Course code:	FE6604
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 Graduate Studies Committee (Masterutbildningsnämnden, MUN) at Stockholm University School of Business 2009-08-28, revised by the Director of Master Studies 2011-03-04, last revision 2016-03-07.

Prerequisites and special admittance requirements

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

Course structure

Examination code	Name	Higher Education Credits
6604	Ideation - creating a business idea	7.5

Course content

The course consists of the following course module:

- Ideation – creating a business idea 7,5 credits, provkod 6604

Generating an idea is an important and exciting process but only the beginning for entrepreneurs. They must develop an idea into a promising opportunity through innovative thinking, market research, competitive analysis, and dynamic business modeling.

This Ideation course introduces students to:

- Entrepreneurship
- Creativity and innovation
- Idea generation
- Opportunity recognition
- Elevator pitches
- Idea evaluation
- Industry, market, and competitive analysis

Learning outcomes

Upon completing the course, students should be able to:

- Understand the context of entrepreneurship and innovation and their significance in today's economy and society
- Generate, develop and pitch innovative new venture ideas
- Evaluate the attractiveness and feasibility of new venture opportunities
- Analyze industries, markets, and competitors

Education

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

The language of instruction for all teaching and learning activities is English.

Forms of examination

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

The student's grade will depend on several factors, including:

- Written and oral assignments (individual and group work)
- Contribution in class/ group activities
- Attendance

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 only offered within Stockholm School of Entrepreneurship (SSES).

Required reading

Will be announced in connection to the start of the course.