

# Syllabus

for course at advanced level

**Entrepreneurship in the Digital Society**  
**Entreprenörskap i det digitala samhället**

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

<b>Course code:</b>	IB577C
<b>Valid from:</b>	Autumn 2019
<b>Date of approval:</b>	2015-03-26
<b>Changed:</b>	2019-04-10
<b>Department</b>	Department of Computer and Systems Sciences
<b>Main field:</b>	Computer and Systems Sciences
<b>Specialisation:</b>	A1N - Second cycle, has only first-cycle course/s as entry requirements

## Decision

This syllabus has been approved by the head of department 2015-03-26.  
The course syllabus was last updated 2019-04-10.

## Prerequisites and special admittance requirements

90 ECTS in Computer and Systems Sciences (or the equivalent)

## Course structure

Examination code	Name	Higher Education Credits
ENTA	Entrepreneurship within the IT-area, written exam	4
ENTB	Entrepreneurship within the IT-area, assignment	3.5

## Course content

The objective of this course is to provide basic knowledge of how business ideas can be developed and executed as well as how they are being converted into business models. When you have completed the course, you will have the tools and understanding necessary to succeed in testing and evaluating a business idea and business model. The course addresses the following target groups:

- Future entrepreneurs who want to build up a fast-growing new business from the start.
- Presumptive intrapreneurs who want to create new business opportunities as business developers in established companies.
- Those considering to start a small business in order to be self-employed.
- Researchers or doctoral students who want to investigate the possibility of commercialising their research results.

One common thread in the course will be Alexander Osterwalder's "Business Model Generation". In a very short period of time, it has had a global impact, not least within ICT and the media. In contrast to other business models, it gives a quick overview of the necessary components to create, deliver and catch value. The model will help you understand, form, measure, change and even simulate regeneration and digital innovation.

The other common thread will be our guest lecturers from trade and industry. They represent entrepreneurs and intrapreneurs in companies within the areas of ICT and media. It is experience that you will benefit from even if you become an intrapreneur, instead of an entrepreneur, or if you choose to be self-employed. The two

common threads lead to the final seminar where you will present your group's project at the end of the course.

### **Learning outcomes**

After completing the course, the student will:

- have an idea of the possibilities of commercializing his/her research
- be able to transform his/her research into a business idea
- understand what it takes to start a new business
- be able to apply different funding models to his/her project
- know what is necessary to know more about concerning IPR, Open-Source Law and Software Patents
- have an idea of what competencies are needed in order to succeed in creating a service or product on the market
- explain and present the results of various research studies in entrepreneurship.

### **Education**

The teaching and learning activities in the course are: lectures and seminars.

The language of instruction is English.

### **Forms of examination**

a. The course is examined through assignments and a written examination.

b. The final grading of the course is based on the following grading scale related to the learning outcomes of the course: A = Excellent, B = Very Good, C = Good, D = Satisfactory, E = Sufficient, Fx = Fail, F = Fail.

c. The grading criteria are communicated to the students at the start of the course.

d. In order to complete the whole course segment the student must obtain at least grade E in all course components/examinations.

e. In addition the following regulations also apply:

- Students who obtain grade Fx in a written examination task are allowed to complete a supplementary assignment in order to elevate the grade to E.

The examiner informs the concerned students when the results of the written examination are published. The supplementary assignment has to be submitted within a given deadline and can only be utilized to elevate the grade of the actual examination task.

- Students who obtained grade E in an examination task are not allowed to re-write the examination or resubmit the assignment in order to obtain a higher grade.
- Students who have failed the same examination task twice are allowed to have another examiner appointed, unless there are special reasons to the contrary.

### **Interim**

When a course is discontinued, or its contents are substantially altered, the following applies:

- Failed examination tasks are replaced with other similar examination tasks according to a specific plan.
- If no similar examination tasks can be provided, at least three examination opportunities per examination task should be offered during a period of at least three terms from the date of the decision. After this period, no examinations should be carried out on the course.

### **Limitations**

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

This course may not be included in a degree together with the course IB434C Entrepreneurship Within the IT-Area.

### **Required reading**

Information about course literature is available on the department's website - [www.dsv.su.se](http://www.dsv.su.se) - at least two months before the start of the course.