

SYLLABUS

Entrepreneurship and business planning 7.5 credits E0007N

Entreprenörskap och affärsplanering

Course syllabus admitted: Autumn 2023 Sp 1 - Present

**DECISION DATE
2022-06-14**

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Entreprenörskap och affärsplanering

First cycle, E0007N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G#	Entreprenörskap	Business Administration

Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language

Selection

The selection is based on final school grades or Swedish Scholastic Aptitude Test.

Course Aim

After completing the course the student should be able to:

Knowledge and understanding

Explain and discuss how:

- business opportunities can be identified and commercialised
- business opportunities can be translated into business ideas and business models
- competitor analysis can be formulated and implemented
- a marketing plan and marketing strategy can be formulated and implemented
- an organization's financial planning can be designed and analysed
- an organization's operational planning can be designed and analysed
- a business plan can be designed and analysed

Skills and abilities

- Search, compile and analyze relevant information to evaluate an idea for an entrepreneurial venture.
- Critically and systematically analyse, compare and discuss the different forms of entrepreneurship.
- Based on own examples and research about entrepreneurship critically and systematically analyse, evaluate and discuss how entrepreneurship can be applied.
- Identify and develop a business opportunity in the form of a business plan
- Written and oral presentation of a new business opportunity in the form of a business plan
- Describe, critically and systematically analyse, compare and consider the various choices made in business planning

Values and attitudes

- Identify, formulate and discuss ethical issues in relation to research and commercialization of business opportunities in entrepreneurship.

Contents

The course aims to develop and train students' abilities to identify, develop and communicate business opportunities through business planning. The course includes methods to identify a viable business idea and methods to implement key analyses to evaluate the generated business idea. Including, for example, analyses of the market, competitors, and finances.

Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

The course is web-based. Information about different course activities such as work tasks and submission dates are available on the course website. The course does not require physical attendance. The communication between the participants and teachers occurs primarily via the website. This assumes that participants have access to Internet-connected computer and devices including microphone and webcam.

Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. The course is assessed through a written business plan with associated pitch - oral presentation. All learning outcomes are assessed in a holistic perspective in all examination moments. The examination has the following distribution:

- Business plan - writing: 80%
- Pitch of the business plan - oral: 20%

Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

Remarks

The course can not be included in an degree together with E0003N, G0008N, O0008N or other course with similar content.

Students must register for the courses themselves, or contact ETKS educational administration eduetks@ltu.se, not later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

Overlap

The course E0007N is equal to E0011N, E0003N

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Written report and oral presentation	U G#	7.5	Mandatory	A15	

Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-06-14

Syllabus established

by Director of Undergraduate Studies Bo Jonsson, Department of Business Administration, Technology and Social Sciences 2015-02-16