



School of Economics and Management

## **EAGEI, Master's Programme (One year) in Entrepreneurship and Innovation, 60 credits**

*Magisterprogram i entreprenörskap och innovation, 60 högskolepoäng*

**Second cycle degree programme requiring previous university study / Program med akademiska förkunskapskrav och med slutlig examen på avancerad nivå**

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### **Decision**

The programme syllabus is established by Deputy Dean of Education at the School of Economics and Management 30-01-2020 and most recently amended 09-05-2022 (U 2022/284). The amended syllabus is valid from 22-08-2022, autumn semester 2022.

### **Programme description**

In a society characterized by increased dynamics and uncertainty, individuals with entrepreneurial skills are of vast importance. Entrepreneurial skills enable individuals to discover and exploit opportunities in the marketplace as well as drive innovation in existing companies. The programme focus on new venture creation, but also provide knowledge on entrepreneurial processes in existing businesses. The master's programme focus on the process of recognising and exploiting opportunities with growth potential. In addition, the balance of economic, social and environmental sustainability is given attention throughout the programme.

The basis of the programme is the belief that entrepreneurship cannot be taught relying on traditional forms of instructions only, but has to be assimilated through real experiences and apprenticeship. Therefore, the programme is characterised by an action-oriented educational. Founded in rigorous academic research on entrepreneurship, the programme aims at providing students with a thorough grounding in theories related to the entrepreneurial process. At the same time students are encouraged to try out new ideas, knowledge and skills in practice in order to prepare for a future entrepreneurial career either in an independent new

venture or in an existing organisation.

### *Career opportunities*

There is a general consensus that more entrepreneurial activities would benefit the entire society. There is a need for new businesses as well as employees within existing organisations with an entrepreneurial approach and behaviour that can exploit and develop new business ideas.

The programme will encourage the students to start their own ventures and become self-employed, or to work in advisory roles to new venture start-ups or working in existing organisations.

### *Connections to further studies*

Today, entrepreneurship is an established research field within the most departments of Business Administration in Sweden as well as in Europe at large. Given that other requirements are fulfilled, students that may be interested in applying to doctoral studies should have possibilities to fulfilling the requirements for PhD programmes in Business Administration.

## **Goals**

This master programme provides students a range of valuable skills, knowledge and insights that prepares them for an entrepreneurial career. Learning outcomes refer to what a student will be able to know or do at the end of the programme. The learning outcomes within this programme are described below.

These learning outcomes will be particularly useful for students aiming at pursuing an entrepreneurial career in the form of starting up their own venture, or an entrepreneurial career as development-project managers for new business projects in established organisations. In addition, the programme will provide valuable knowledge and skills about entrepreneurial processes for individuals who will work close to new independent ventures and existing organisations.

## **Mission driven learning outcomes**

Graduates of the programme will be trained as reflective practitioners in taking an active part in developing a sustainable society building on innovative thinking.

## **Knowledge and understanding**

For a Master's degree (60 credits) students must

- demonstrate knowledge and understanding of different aspects of entrepreneurship and innovation, and its role in business and society
- demonstrate knowledge and understanding of economic, social and environmental sustainability and its role in entrepreneurship and innovation
- demonstrate knowledge and understanding within the field of entrepreneurship and innovation, including both an overview of the field and specialised knowledge of certain parts of the field, as well as insight into current research and development work

- demonstrate specialised methodological knowledge in the field of entrepreneurship and innovation
- demonstrate an understanding of the role of entrepreneurship and entrepreneurs for societal development and economic growth

### **Competence and skills**

For a Master's degree (60 credits) students must

- demonstrate the ability to integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information
- demonstrate the ability to identify and formulate issues autonomously as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames
- demonstrate the ability in speech and writing to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences
- demonstrate the skills required for participation in research and development work or employment in some other qualified capacity
- demonstrate the ability to work in multicultural teams

### **Judgement and approach**

For a Master's degree (60 credits) students must

- demonstrate the ability to make assessments within entrepreneurship and innovation, informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work
- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used
- demonstrate the ability to identify the personal need for further knowledge and take responsibility for ongoing learning

### **Independent project (degree project)**

For a Master's degree (60 credits) students must have completed an independent project (degree project) worth at least 15 credits in entrepreneurship and innovation, within the framework of the course requirements.

### **Course information**

A year of study is divided into two semesters of 30 credits each. The autumn semester formally ends in late January each year, and the spring semester starts back-to-back. Both semesters are of 20 weeks each.

The programme consists of five mandatory courses equivalent to 30 credits along with the entrepreneurial project and the degree project, together equivalent to 30 credits. The mandatory courses in the programme cover theories, methods and applications in entrepreneurship and innovation. The courses are: i) The entrepreneurial process and opportunity recognition, ii) Entrepreneurial marketing, iii) Business model development, iv) Entrepreneurial leadership and v) Entrepreneurial finance. In addition, the students will carry out their degree project, by conducting a scientific study reported in the form of a thesis. In parallel with the degree project, the students

will initiate and carry out their entrepreneurial project. This part of the course is a unique feature of the programme where students get to work with a real entrepreneurial project.

The following courses are included in the programme:

*ENTN01 The Entrepreneurial Process and Opportunity Recognition, 7.5 credits*

The course covers a range of models and methods for business opportunity generation and evaluation. The objective is to assist students to develop their abilities to discover and generate business opportunities. The course consists of four parts; introduction to the entrepreneurial process, opportunity recognition, entrepreneurial decision making and teamwork in the entrepreneurial process. The course discusses entrepreneurship in different contexts.

*ENTN07 Value Creation, 7.5 credits*

The aim of this course is threefold. Firstly, it introduces students to the concept of marketing in the context of entrepreneurship and new venture creation, an emphasis is placed upon the creation of value. Secondly, the feasibility of a new venture project is tested and analysed. An understanding of customers and users is emphasized during this process. Thirdly, the course explores how to communicate a business idea or value proposition to potential investors, customers and other stakeholders.

*ENTN10 Business Model Development, 5 credits*

In this course the student develops an understanding about different forms of business models. Furthermore, the student gains an understanding of the conditions for business model development. Based on this the student develops an ability to develop, iterate and test business models.

*ENTN15 Entrepreneurial Leadership, 5 credits*

The course provides students with knowledge and skills to identify, understand and tackle key challenges associated with leading a startup with growth ambitions. The course focuses on "people- problems" faced and created by different groups of people, such as founders, co-founders, hires, investors and successors. Critical issues include identifying and recruiting co-founders, establishing roles, relationships and rewards within the startup team, hiring new talent, onboarding investors, and managing succession.

*ENTN16 Entrepreneurial Finance, 5 credits*

This course provides students with theoretical and practical knowledge about resource management and finance of new ventures. The students will get to know and use basic frameworks and techniques for analyzing and utilizing critical resources and capabilities in emerging ventures. There will be emphasis on issues like the control and influence over resources in the pursuit of new venture opportunities, the assessment of financial requirements in new ventures, bootstrapping strategies, venture capital markets, and decisions about company foundation, ownership, outside assistance, and other legal issues (corporate governance).

In addition, the course will enhance the students' knowledge about the financial markets for new ventures. Particularly the way different investors, such as banks, venture capitalists and business angels make their investments in new ventures, and how they manage their portfolio after the investments are made.

#### *ENTN08 Entrepreneurial Project, 15 credits*

The students start the project work already at the outset of the programme and the course follows the students' entrepreneurial process throughout. Most of the project workload of the entrepreneurial projects take place during the second study period. The course follows, supports and is structured around the students' own entrepreneurial project. Successful completion of the entrepreneurial project is required to obtain the certificate at the end of the master education.

It should be explicitly mentioned that successful completion of the entrepreneurial project does not necessarily mean that the project must end up as a successfully launched venture, although this is a desired goal. What is important is that the entrepreneurial project has served as a learning process and that the students involved have been equipped with valuable experiences that can be utilized in future entrepreneurial ventures. The process of carrying out students' entrepreneurial projects will be characterised by continuous support in the form of a dedicated advisory board per project, continuous feedback from mentors and teachers.

Students can expect to learn more about on project management such as how to meet milestones, present ideas (written and visually), handle feed-back, track learning via keeping learning journals etc.

#### *ENTN19 Degree project, 15 credits*

In addition to the entrepreneurial project, the students are also following a course specifically aimed at developing their analytical and reflective skills by making a scientific investigation about a topic within the area of entrepreneurship and new venture creation. There is a large accumulated body of actionable knowledge about how to practice various forms of entrepreneurship. However, this knowledge is primarily accessible to people that can interpret, "absorb" and implement these research findings into their own venturing efforts. During the course the students are provided with opportunities to develop their ability to critically examine, evaluate and draw conclusions from entrepreneurship research.

The main activity in the course is the scientific investigation, which is conducted during the spring term. This investigation will be reported in the form of a thesis and its content presented at a final seminar in the end of the course. A series of lectures, seminars and direct supervisions are organized to support the students in the process. There will be a special emphasis on various research methodologies and their implications for collecting and analysing empirical data. Although the course focuses specifically on research methodologies applied in the entrepreneurship discipline the content constitutes the basis for methods in any area of social research. In all, the course encourages hands-on experience and collaborative learning and involves interactions and discussions with research-active faculty members in the exploration of various approaches and methodologies.

*Additional information in appendix EAGEI Programme structure.*

## Degree

Degree titles

Degree of Master of Science (60 credits)

Major: Entrepreneurship and Innovation

*Filosofie magisterexamen*

*Huvudområde: Entreprenörskap och innovation*

### Degree requirements

The degree requirements for the Master of Science degree, major in entrepreneurship, consist of 60 credits in the major subject, including the course *ENTN19 Degree Project*, 15 credits, or *ENTN39 Internship and Degree Project*, 30 credits. All included courses must be at advanced level.

## Requirements and Selection method

### Requirements

An undergraduate degree (BA/BSc). English 6.

### Selection method

Selection will be based on academic merits from previous university studies and a Statement of Purpose in which applicants state their reasons for applying to the programme.

## Other information

### Grading scale

At the School of Economics and Management grades are awarded in accordance with a criterion-based grading scale A-U(F):

**A** (Excellent) 85-100 points/percent. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84 points/percent. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74 points/percent. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64 points/percent. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54 points/percent. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**U/F** (Fail) 0-49 points/percent. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

To pass the course, the students must have been awarded the grade of E or higher. It is up to the teaching professor to decide whether the credits of a course should be converted into a total of 100 points for each course, or if the scale above should be used as percentage points of any chosen scale instead.

### **Academic integrity**

The University views plagiarism very seriously, and will take disciplinary actions against students for any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the University.

## Programme structure for Master's Programme in Entrepreneurship and Innovation

The programme of 60 credits has the following structure:

| Semester 1, Autumn (30 cr)   |   |   |  | Semester 2, Spring (30 cr)                 |
|--|---|---|--|--|
| September  | October                                     | November  | December   | January – June                             |
| ENTN01<br><b>The Entrepreneurial Process and Opportunity Recognition</b><br>(7.5 cr) | ENTN07<br><b>Value Creation</b><br>(7.5 cr) | ENTN10<br><b>Business Model Development</b><br>(5 cr) | ENTN16<br><b>Entrepreneurial Finance</b><br>(5 cr) | ENTN19<br><b>Degree project</b><br>(15 cr) |
|  |   | ENTN15<br><b>Entrepreneurial Leadership</b><br>(5 cr) |  |  |
| ENTN08 <b>Entrepreneurial Project</b> (15 cr)  |   |   |  |  |

The School's programme portfolio is continuously developed and sometimes changes to courses may occur after you have accepted your study seat. These changes are usually a result of student feedback, or research development. Changes can take the form of altered course content, teaching formats or assessment styles. Any such changes are intended to enhance the student learning experience. If the programme includes elective courses, students will in most cases be placed in the elective(s) of their choice, but there are no guaranteed places.

1 credit (cr) = 1 ECTS credit