

Welcome to apply for the 14th ETP course, which will be held between December 2020 and February 2021!

Entrepreneurship in Theory and Practice, 7.5hp

Today it is generally accepted that a university, besides contributing to research and education, also contributes to social development and encourages learning. In this context, the entrepreneurial university can be seen as an organisation whose strategy and operative structure facilitate its interaction (cooperation) with industry; promotes creativity and ideation; and on the whole, inspires an entrepreneurial approach among co-workers. Entrepreneurship is broad (wide-ranging) in meaning, and includes firm start-up based on research results, development of a course, and collaboration with society. This view of entrepreneurship forms the basis of this course.

Course aim

At the end of this course, participants shall be able to:

- Discuss and reflect on the meaning of entrepreneurship in various settings and situations.
- Formulate, develop, and present a business idea for a new firm, organisation, process, or project.
- Co-operate with colleagues in other disciplines and fields of research during idea development.
- Understand how an entrepreneurial approach contributes to the development of “me” as a researcher and teacher.

Target group

This course primarily targets research students at the Institution for Economic and Industrial Development, but PhD students in other fields at LiU and from other universities may also apply.

Course description

The course comprises these main elements:

- Entrepreneurship in various contexts and situations.
- Evaluation of the potential of new ideas and developing growth projects.
- Marketing and sales of new and different ideas.
- Protection of ideas (intellectual property rights).
- Innovation and entrepreneurial ecosystems: the various kinds of actors, organisations and resources available for promoting the benefits of research.

- Examples of successful and failed firms.
- Coaching of teams to support idea development and the drawing up of “business plans”: each team meets with an experienced coach for a minimum of two one-hour sessions during the course.
- Presentation of the “business plan” (for commercialization/exploitation) of an idea.

Activities

The course is given in half-day seminars where internships are integrated with theory.

Participants are divided into small teams where they formulate, develop, and present an idea as well as draw up an overall business and development plan for developing and benefiting from the idea. It is acceptable to work with a made-up (fictional) idea.

Literature

A list of supplementary course literature, reference literature, and documentation from previous workshops will be offered at the beginning of the course.

Examination

Course examination comprises a written report (the business plan), which participants present orally at the final seminar. Active participation in workshops, team work, and coaching sessions is required.

Other

Further instructions will be sent upon application.

The course is limited to 20 participants.

Course acceptance is based on equal opportunity for all applicants; the course recognises the benefits that students with different backgrounds, life situations, and competences offer.