



e-Business and entrepreneurship e-Business och entreprenörskap

7.5 credits

7.5 högskolepoäng

Ladok Code: A2BE2B

Version: 1.2

Established by: Committee for Education in Business and Working Life 2023-11-15

Valid from: Spring 2024

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Business Administration (G1F)

Disciplinary Domain: Social sciences

Prerequisites: Passed courses in Business Administration of at least 45 credits.

Subject Area: Business Administration

Grading Scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Content

The course introduces students into key theories and models in the area of e-Business and digital entrepreneurship, demonstrating their application in generating creative business ideas, and fostering innovative business operations. It also addresses entrepreneurial processes for creating new digital solutions. Furthermore, the course explores the implications of e-Business and digital entrepreneurship for businesses, consumers, and the broader society.

Learning Outcomes

After completing the course, students are expected to be able to:

Knowledge and understanding

- 1.1 describe and explain the meaning, scope and key characteristics of e-Business, digital entrepreneurship, and digital business environment,
- 1.2 elaborate on basic theories and models in the area of digital entrepreneurship, and digital business environment,
- 1.3 identify and define the set of resources and skills to support the development and design of entrepreneurial opportunities in the digital context,
- 1.4 reflect upon and explain the complexities of digital transformation and its impact on society at large,

Skills and abilities

- 2.1 develop and design a digital venture business plan,
- 2.2 review and assess digital venture business plan,
- 2.3 deliver a business pitch based on business idea,
- 2.4 assess the scientific value of academic papers relating to e-business, digital entrepreneurship, and digital marketplaces,
- 2.5 analyze and draw conclusions on various challenges related to entrepreneurship, and entrepreneurial development in digital context,

Values and attitudes

- 3.1 demonstrate a critical approach to both own and others' research results in digital entrepreneurship, e-Business, and digital marketplaces,
- 3.2 based on the course literature, reflect (upon) societal and ethical limitations for a company's activities in digital entrepreneurship, e-Business, and digital marketplaces.

Forms of Teaching

The course consists of lectures, guest lectures, workshops, and seminars. The course literature is in English. Teaching is conducted in English. However, teaching in Swedish may occur if the course coordinator deems it necessary.

The language of instruction is English.

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Forms of Examination

The course will be examined through the following examination elements:

Project work: Group Assignment

Learning outcomes: 1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2

Credits: 3.5

Grading scale: Fail (U) or Pass (G)

Peer-Review: Group Assignment

Learning outcomes: 3.1, 3.2

Credits: 1

Grading scale: Fail (U) or Pass (G)

Reflective Paper: Individual Assignment

Learning outcomes: 3.1, 3.2

Credits: 3

Grading scale: Fail (U), Pass (G) or Pass with Distinction (VG)

The course will be examined through the following examination elements:

In order to pass the course, a Pass grade is required for all 3 course components. Pass with distinction is determined by the individual assignment (Reflective paper).

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Methods

Allen, Jonathan P. (latest edition). *Digital entrepreneurship*. Routledge.

Barringer, B.R. & Ireland, R.D. (latest edition). *Entrepreneurship. Successfully Launching New Ventures*. Edinburgh: Pearson Education.

Chaffey, D. (latest edition). *Digital Business and E-commerce Management: strategy, implementation and practice*, Upper Saddle River, New Jersey: Pearson.

Additional literature and teaching materials are provided via the learning platform (max 300 pages).

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

The course is part of the Master's Programme in Digital Trade Management, and of the Bachelor's Programme in International Business and IT. It is also for international exchange students.