



JÖNKÖPING UNIVERSITY

*Jönköping International
Business School*

Jönköping, 20th May 2024

Dear Strategic Entrepreneurship student,

Welcome to the Master of Science program in Strategic Entrepreneurship (SE)! As your Program Director, I am delighted you chose this program. My colleagues and I are committed to making your time at Jönköping International Business School (JIBS) both enjoyable and productive.

Over the next two years we will strive to improve your entrepreneurial effectiveness, both in creating and launching new start-ups and in identifying and developing opportunities within existing organizations.

The **introduction week** will take place during August. There will be a mandatory roll call during this week, with precise details provided in a separate message. During the roll call, I will have the opportunity to meet you all in person. I look forward to seeing you then!

The introduction week is devoted to information sessions, lectures, and social events to introduce you to your program and our school. It is vital that you attend all information sessions and lectures. We also recommend participating in social events to help you feel at home more quickly.

The student web is a useful source of information regarding courses and other university-related activities <https://ju.se/student/en.html>.

As your Program Director, I am responsible for the overall quality and development of the program. You are welcome to contact me with questions about the program. However, questions regarding specific courses should be sent directly to course examiners.

Let me give you a short description of **the first two courses** and the faculty involved:

Entrepreneurship in Context

Course code: JEXR23

This course is grounded in a contextual and environmental perspective of entrepreneurship. Whilst theories and models can be useful to understand entrepreneurship as a general phenomenon on an abstract level, entrepreneurial activity is always situated in idiosyncratic contexts. Such contexts contain varying configurations of conditions that affect both the activity and performance of new ventures. Therefore, this course will develop students' ability to assess and apprise contextual conditions. Students are taught to scan and analyse the social, environmental, and technological environment and trained to solve situated problems related to entrepreneurship.

Course Literature

Readings will include a course compendium or selected readings of relevant articles for each aspect covered in the course. Students will be informed of the readings at the introduction of the course.

Course Syllabus

[Click here to access the course syllabus](#)

Course Examiner

Ryan Rumble

Assistant Professor in Business Administration

Email: ryanmichael.rumble@ju.se

Office: B6014

Entrepreneuring

Course code: JEPR23

In this Entrepreneuring course, you'll find an integrative approach that combines lectures, interactive seminars, workshops, and the practical development of your own venture, all woven together throughout the duration of the course. Lectures and insights from experienced academics and entrepreneurs will lay the conceptual groundwork, while seminars and workshops will encourage you to engage with the material actively, fostering a deeper understanding.

You won't have to wait to put theory into action. From the onset, the creation and refinement of your own entrepreneurial project will run parallel to your learning, ensuring continuous application of classroom knowledge. This blend of learning and doing is supported by ongoing personalized coaching, which will provide a scaffold for your development and help you overcome the unique challenges that arise.

As the course unfolds, it will systematically address the multifaceted challenges that today's entrepreneurs face, positioning you to navigate the landscape confidently. You'll cultivate a suite of essential skills, ranging from analytical and lateral thinking to leadership and team collaboration, all while learning to communicate effectively and sell your ideas convincingly. Emphasizing personal growth, the course will equip you with the resilience to manage stress and embrace the uncertainties inherent in entrepreneurial ventures.

Course Literature

Compendium: A list of selected readings will be posted on the course page.

Recommended reading: Osterwalder, A. and Pigneur, (2009 or later): Business Model Generation.

Course Syllabus

[Click here to access the course syllabus](#)

Course Examiner

Thomas Cyron

Program Director and Assistant Professor in Business Administration

Email: thomas.cyron@ju.se

Office number: B6045

We look forward to seeing you in August!

Thomas Cyron



Thomas Cyron

Program Director of MSc Strategic Entrepreneurship

Email: thomas.cyron@ju.se

Office: B6054