

# **Nordic Entrepreneurship Stockholm School of Economics**

**GNAM Global Network week for Executive MBA students  
June 13-17, 2022**

**Professor Mattias Nordqvist, SSE House of Innovation  
and  
Executive Director Rasmus Rahm, Stockholm School of Entrepreneurship**

## **Overview**

The Nordic countries are often described as hotbeds for entrepreneurship and innovation, where both start-ups and established firms are heavily involved in transforming industries, as well as leading the creation of new industries. This course introduces and elaborates on key concepts, mindsets and models which are useful to understand successful entrepreneurship with a focus on the Nordic entrepreneurial ecosystem. A key feature of the course is to embrace the complexity of Nordic entrepreneurship through a focus on various themes relevant to understand how and why start-ups and established firms engage in entrepreneurial activities and create entrepreneurial outcomes.

Examples of themes that will be covered in the course, and where the Nordics stand out as a leading context for entrepreneurship, are:

- Historical and political background to the Nordic entrepreneurial ecosystem.
- High-tech entrepreneurship.
- Unicorn/hyper growth ventures.
- Social and sustainable entrepreneurship.
- Owner-family driven entrepreneurship in established businesses and in business groups (family offices)
- International entrepreneurship.

## **Course Format and Pedagogy**

The course is designed with a mix of sessions that introduce research-based insights, models and tools with guest speakers, and interactive sessions with innovative companies and entrepreneurs (live cases) as well as decision-makers who are engaged in supporting entrepreneurship in different ways and in different contexts. The course also includes a group project (see more below).

The pedagogical philosophy of the course is that of inspirational learning. As such, the course will mix, and match faculty led lectures and live case seminars featuring entrepreneurs and actors working with supporting entrepreneurship, with debates and discussions and project workshops led by the students.

*The backbone of the course consists of digital live sessions throughout the week June 13th to June 17th, slated 9.00-12.30 CET, followed by daily group work, on-demand tutoring, and student interactions in the afternoon CET.*

*During the first day of the course, Monday June 13<sup>th</sup>, there will be digital live sessions between 9.00-15.00 CET (lunch break 12.00-13.00). The afternoon session 13.00-15.00 CET will be recorded for those who will not be able to attend the afternoon session due to difference in time zones.*

During the course week you will work in groups on a project relating to Nordic Entrepreneurship on the individual, team, organizational or societal level. The alternatives of the project work will be presented in the detailed course information document as well as at the first day of the course. Groups will be formed by faculty prior to the course week. To facilitate efficient course work participants will be divided into groups based on the time zone of their home institution. You will be expected to engage in group project work when there are no digital live sessions, that is, during the afternoons of Monday-Thursday 14<sup>th</sup>-16<sup>th</sup> of June. The course directors Mattias Nordqvist and Rasmus Rahm will be available for tutoring during these afternoons.

You will present the work in progress of your project work on the last day of the course week and submit the final version of your project work two weeks after the course week. The course directors will be available for one tutoring session per group after the course week and prior to the final submission of the project report.

The course will include pre-recorded lectures, discussions and interviews with leading scholars and practitioners of Nordic entrepreneurship. These recordings will include introduction to entrepreneurship as a subject, what characterizes entrepreneurship in each of the five Nordic countries, presentation, and discussion of the entrepreneurial ecosystems in each of the Nordic Capital cities, foreign investor's perspectives on the Nordic Region as an entrepreneurial hotbed, interviews with practitioners sharing their stories and experiences of Nordic entrepreneurship. This pre-recorded material will be important resources for your learning, in particular the group project work.

### **Learning outcomes**

The course seeks to empower participants to understand the unique phenomenon of Nordic entrepreneurship and elevate their knowledge of its implications and consequences for entrepreneurship around the globe. At the completion of the course, you will have earned an understanding for mindsets, knowledge and toolkits that distinguishes Nordic entrepreneurship, and how you may implement it as an entrepreneur in new ventures or start-ups, as intrapreneurs within established organizations or from perspectives of policy. More specifically, you will have elevated your understanding for how to act and take decisions in complex, unpredictable, and turbulent environments, i.e., such conditions where Nordic entrepreneurship comes to fruition, by being able to do the following:

- Exhibit a deep understanding for the conditions, opportunities and challenges that make up the Nordic region as an entrepreneurial hotbed.
- Integrate Nordic entrepreneurial practice from different types of entrepreneurial companies and entrepreneurs in relation to theories and models of entrepreneurship.
- Explain and communicate how the various forms of Nordic entrepreneurship have created economic and social value for Nordic societies.

- Demonstrate an advanced ability to analyze common themes essential for building and growing entrepreneurial hotbeds, from both a theoretical and practical perspective.
- Demonstrate an advanced ability to integrate and reflect upon common challenges and key decisions facing actors and stakeholders associated with Nordic entrepreneurship in their pursuit to accelerate the development of their firms, organizations, and ecosystems.

## **Schedule**

*Pre-course meeting (Live online format)*

### **June 7<sup>th</sup>, Digital Course Kick-Off, 10.00-12.00 CET**

Social gathering and Introductions, Course design and expectations and Group formation.

*Course week June 13-17, 2022 (Live online format)*

### **June 13<sup>th</sup>, Digital Classes 9.00-12.00, 13.00-15.00 CET, Self-Organized Group Work 13.30-16.30 CET**

Welcome and introductions, Historical and political perspectives on Nordic entrepreneurship, Unicorns, hypergrowth and Innovative conglomerates, Assessment case discussion, Guests from entrepreneurial companies, Kick off - Group project work.

### **June 14<sup>th</sup>, Digital Classes 9.00-12.30, Self-Organized Group Work 13.30-16.30 CET**

The Nordic Startup Scene, Tech entrepreneurship, Live case, Group project work.

### **June 15<sup>th</sup>, Digital Classes 9.00-12.30, Self-Organized Group Work 13.30-16.30 CET**

Entrepreneurship in Established Nordic Businesses, Innovation in family enterprises, Live case, Group project work.

### **June 16<sup>th</sup>, Digital Classes 9.00-12.30, Self-Organized Group Work 13.30-16.30 CET**

Sustainable entrepreneurship and business development in the Nordics, Social entrepreneurship, Live case, Group project work

### **June 17<sup>th</sup>: Digital Classes 9.00-13.00, Self-Organized Group Work 14.00-16.30 CET**

Draft Group Project Presentations, Group project work

A more detailed schedule will be available to registered students.

## **Assessment**

Four formal components of assessment which together mirror the intended learning journey of participants stand out.

- 1) Given the intensive format of the course all students are expected to read the mandatory literature ahead of the course and to analyze a written preparatory case of Nordic entrepreneurship. While the preparatory literature study and case analysis work is an individual part of the assessment, the case will be discussed in plenum at the first day of the course.
- 2) Throughout the course week students are expected to submit daily diaries of insights from the day. The format of the diary is up to you (could be written, video or audio alone) to decide. An

important aspect of entrepreneurship is collegial learning and as such the diary will be assessed by you and your peers. After the course week, you are expected to individually submit a summary of the daily diaries and a final reflection of your learnings from the course week. This will be assessed by faculty.

3) You will work in groups during the course week on a project relating to Nordic Entrepreneurship on the individual, team, organizational or societal level. The alternatives of the project work will be presented at the first day of the course in conjunction with group formation. You will present the work in progress of your project work on the last day of the course week and submit the final version of your project work two weeks after the course week.

Specific deadlines are outlined below.

<b>Assessment activity</b>	<b>Team/Individual</b>	<b>Weight</b>	<b>Deadlines</b>	<b>Notes</b>
Preparatory case	Individual	30%	Case uploaded ahead of course. Submit by June 10th, Friday, at 23:59 CET.	To test your knowledge and understanding of key concepts and models relevant to Nordic entrepreneurship.
Diary of insights and final course reflection	Individual	30%	a) Diary of insights to be submitted by end of each course day, at 23.59 CET. b) Final course reflection to be submitted by July 5 <sup>th</sup> at 23:59 CET	a) To encourage daily reflection on insights from the course, and its implication for your individual learning and group project report b) To reflect on your individual learnings from the course in general and the project report specifically.
Draft Presentation and Final Project Report	Team	Draft presentation: Pass/Fail Final report: 40%	a) Draft Presentation on Friday June 17 <sup>th</sup> b) Final report due June 30 <sup>th</sup> , Thursday, at 23:59 CET.	a) To pitch your draft report to your peers and faculty to get feedback b) To assess your understanding

## Literature

The course literature consists of a book and a collection of scientific articles. These are required readings (feel free to ask us for additional optional readings if you aim to investigate a theme in more depth). The course literature will also consist of media articles, interviews, videos, podcasts and possibly other non-scientific material that describes different aspects and dimensions of Nordic Entrepreneurship. This material will be made available to registered students well in advance before the course starts.

A full list of required readings will be provided to registered students well in advance before the course starts. Please note that there might be additional (but few) readings assigned as related to specific sessions in class or assignment during the course week.

### **About the Faculty**

Professor **Mattias Nordqvist**, PhD, is the SEB Professor of Entrepreneurship and Family Business at House of Innovation, Stockholm School of Economics where he also serves as the Director for the Center for Family Enterprise. Mattias teaching, research and outreach activities concentrate on entrepreneurship, strategic renewal and governance in closely held, private companies, in particular, family businesses. He focuses on both start-ups/new ventures and established companies. His research has been extensively published in leading academic journals within the fields of entrepreneurship and management. He has served as a Co-director for a large global applied research project on family entrepreneurship (The Global STEP Project) at the Arthur M. Blank Center for Entrepreneurship, Babson College where he was also a visiting professor. In 2019, Mattias was ranked among the top 25 most cited and published researchers within the social sciences in Sweden by the leading weekly news magazine Fokus. He has been listed as one of the world's leading researchers and academics within the family business field in several international rankings. In 2022, he has listed as one of the world's 15 top influencers in the area of entrepreneurship and family business by the magazine *Family Capital*. Mattias regularly serves as an advisor and board member to entrepreneurial companies and other organizations, and he often appears in media in relation to his core topics. A Swedish citizen, he has a strong international profile and holds guest lectures and gives keynote to both academic and practice audiences around the globe. In particular, he has lived and worked extensively in Southern Europe, North America, Latin America and Africa. In 2010, for instance, he initiated and launched, in collaboration with Sida, a major capacity building program in higher education in Ethiopia and Rwanda. A program that is still operative.

**Rasmus Rahm**, PhD, is a Swedish entrepreneurship scholar, Executive Director at Stockholm School of Entrepreneurship (SSES), and a Research Fellow at the House of Innovation at the Stockholm School of Economics. In 2019 Rasmus defended his dissertation "Epistemologies of Entrepreneurship Education: Experiments and Outcomes" at the Stockholm School of Economics. Rasmus also holds a Masters of Science in Economics from the Stockholm School of Economics (2009), and certificates from Harvard University (2012) and from the Cambridge-MIT Institute (2005). In 2019 Rasmus was the Chair for the Global Consortium of Entrepreneurship Centres Annual Convention, hosted by the Stockholm School of Entrepreneurship (SS)S and its member schools in Stockholm: [www.gcec2019.com](http://www.gcec2019.com). In 2020 he co-founded the Swedish Gathering of Entrepreneurship Scholars. Rasmus has served at SSES for over ten years, and in his eight years as Director of Education & Training and Training, he worked closely with member universities on developing the course and activities portfolio. During his tenure as Director of Education &

Training, SSES was the first non-US institution to be awarded the "Exceptional Activities in Entrepreneurship Across Disciplines" by the Global Consortium of Entrepreneurship Centres (2013). In 2018 the school was awarded the "Contributions for Exceptional Contributions to Venture Creation" from the same organisation. Rasmus has previously served as Founding Chairperson for the Royal Hong Kong Chamber of Commerce in Sweden (2017) and interim CEO for the business incubator SSE Business Lab (2006). Today Rasmus serves as a board member for SSE Business Lab and as an Executive Committee Member for the Nordic Research School of Innovation and Entrepreneurship. More info: <https://www.linkedin.com/in/rasmusrahm/>