



APPLIES TO ACADEMIC YEAR
2002/2003

GRA 3136 Setting up a New Business

Program

Master of Business and Economics Program, Master of Science in Business Administration (MScBA),
Specialization Course

Responsible for the course

Elbjørg Gui Standal

Department

Innovation and Economic Organisation

Term

Winter

ECTS Credits

2

Objective

The objective of the course is to give training in writing a Business Plan for a small enterprise. The students are expected to work with a business idea that later may develop into a real company. It is not necessary for the students to have the means nor the intention of starting their own businesses. Up to three students may work together with the Business Plan.

Paralell with the development of the business plan there will be lectures and examples from actual business developments. Focus will be on how the planning process can be utilized, what the success factors are, and what can threaten the launch of a new enterprise/business.

Prerequisites

None

Compulsory literature

Longenecker, Justin G., Carlos W. Moore and J. William Petty: 2000. *Small business management: An entrepreneurial emphasis*. 11th ed. Cincinnati: South-Western College Publishing.

Recommended literature

T.b.a.

Course outline

- Ideas for Entrepreneurship in the New Millennium
1. The entrepreneur and the entrepreneurial process
 2. Developing the business idea - strategy
 3. Developing the business plan
 4. Mode of entry, organizing
 5. Marketing
 6. Financial management, risk
 7. The launch of the plan

Computer-based tools

The internet

Course structure

Lectures, discussions, presentations.

Evaluation

Term paper (Business plan). The business idea and the planning process are to be presented to the other students in the 6th week of the term. This is compulsory. Grading: Presentation 30%, The Plan 70%.

Evaluation code(s)

GRA 31364 Presentation, 30%

GRA 31365 Term paper 70%

Aids at the examination**Makeup exam**

N.a.