



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 3136 Building the Entrepreneurial Firm

Program

Master of Business and Economics Program, Master of Science in Business, Master of Science in Business (Innovation and Entrepreneurship), Master of Science in Management, Specialization Course

Responsible for the course

Elbjørg Gui Standal, Morten Huse

Department

Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Objective

The objective is twofold: Give an overview and framework of start ups, entrepreneurship, entrepreneurial organization, and governance issues in small firms. A firm level approach will be used, and the students will learn basic elements in how to start a business and to make a business plan.

Prerequisites

None

Compulsory literature

Dollinger, Marc J. 2003. *Entrepreneurship: Strategies and resources*. 3rd. ed. Upper Saddle River N.J.: Prentice Hall.

Huse, Morten, Hans Landstrøm og Guido Corbetta, eds. 2003. *Governance in SMEs*.

Sandvika: Norwegian School of Management.

Artikler

Recommended literature

Corbetta, Guido, Morten Huse og Davide Ravasi, eds. 2004. *Crossroads of entrepreneurship*. Boston: Kluwer. Gis gjennom kurset.

Lambing, Peggy A. and Charles R. Kuehl 2003. *Entrepreneurship*. 3rd ed. Upper Saddle River: Prentice Hall.

Landstrøm, Hans 2004. *Pioneers of entrepreneurship research*. Boston: Kluwer.

Sexton, Donald L. and Hans Landstrøm, eds. 2000. *The Blackwell handbook of entrepreneurship*. Oxford: Blackwell.

Wickham, Philip A. 2004. *Strategic Entrepreneurship*. 3rd ed. Harlow: Financial Times/Prentice Hall.

Course outline

- **A framework for entrepreneurship.** What is entrepreneurship. The nature of entrepreneurship. Dimensions of entrepreneurship. Value creation and the environment of entrepreneurship. Ownership. Family firms, owner-manager firms, households, small firms and entrepreneurship. Entrepreneurial, paternalistic and managerial ideologies. The development of entrepreneurship research
- **The entrepreneur as a person.** The personality of the entrepreneur. The role of the entrepreneur. Types of entrepreneurs. Who becomes an entrepreneur. Successful entrepreneurs. Women entrepreneurs.
- **Resources, capabilities and strategies.** Strategic resources. Resource configurations. Entrepreneurial strategies. Resource based strategies. Growth strategies, markets strategies, product strategies, technological strategies
- **Organizing for entrepreneurship.** Creating the organization. Boards and governance issues. Board roles: monitoring and mentoring. The organizations boundaries. Networks. Financing entrepreneurship. Bootstrapping Venture capitalist and business angels.
- **Start-ups.** Entrepreneurial vision and mission. Strategy for the venture.

The business plan: an entrepreneurial tool. Business planning. Initiating the new venture.

Computer-based tools

The internet, Blackboard/homepage

Course structure

Lectures, discussions, presentations. 36 hours

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 40%, 3 hours written exam 30%. Every exam must be passed to get a final grade.

Evaluation code(s)

GRA 31366 (100%)

Aids at the examination

All

Makeup exam

Next time the course is offered