



APPLIES TO ACADEMIC YEAR 2005/2006

## ORG 2401 Innovation and Entrepreneurship

### Program

Bachelor of Science in Business (3. year).

### Responsible for the course

Olav R Spilling

### Department

Innovation and Economic Organisation

### Term

According to study plan

### ECTS Credits

6

Innovation and entrepreneurship address basic processes of industrial evolution, which can take many forms in processes of developing new products and processes, starting up new firms or developing or restructuring existing firms, or for instance by organising collaboration with customers or clients. Basically, innovation and entrepreneurship are focusing the same type of processes, however, with a tendency of innovation to be more focused on developing the functional aspects of products or processes, while entrepreneurship is more focused on commercialisation and starting up new ventures.

During the latest years, there has developed a growing awareness of the importance of innovation and entrepreneurship, and this field is now one of the highest priorities of the Norwegian Government which has developed its "holistic innovation policy framework" formulated in the document "From Idea to value", in which it is declared that Norway is going to become "one of the most innovative countries of the world".

In this course we will take this as the point of departure, and discuss what innovation and entrepreneurship are, and analyse the importance of these phenomena and how they are materialising in "real" life in existing firms and by starting up new firms.

### Objective

### Prerequisites

None

### Compulsory literature

#### Books:

Spilling, O.R., red.. 1998. Entreprenørskap på norsk. Bergen: Fagbokforl.  
Tidd, J., J. Bessant and K. Pavitt.. 2005. Managing innovation : integrating technological, market and organizational change. 3rd ed.. Chichester : Wiley.

### Recommended literature

#### Books:

Kubr, T., D. Ilar og H. Marchesi. 2000. Fra idé til ny virksomhet: en håndbok for nye vekstselskaper. Oslo: McKinsey & Co.  
Spilling, O. R., red.. 2002. NyskapingNorge. Bergen: Fagbokforl.

### Other:

"Fra ide til verdi. Regjeringens plan for en helhetlig innovasjonspolitik." 2003

### Course outline

The course is organised in the following twelve sequences:

1. Introduction to innovation and entrepreneurship.
2. Entrepreneurship
- 3-4. Start-ups, stages and developing business plan

5-7. Innovation and innovation processes, stages and approaches

8-9. The firm perspective - corporate entrepreneurship.

10 Innovation systems.

11 Innovation systems and institutions.

12 Developing innovation systems.

### **Computer-based tools**

### **Course structure**

#### **Evaluation**

Process evaluation - minimum 75% class participation and presentations in class, term paper and 78 hours home exam; see details in the Norwegian description

#### **Evaluation code(s)**

ORG 24011 - 6 credits

#### **Aids at the examination**

#### **Makeup exam**