



APPLIES TO ACADEMIC YEAR 2006/2007

ORG 2401 Innovation and Entrepreneurship

Program

Bachelor of Science in Business (3. year), Bachelor of Science in Marketing (3. year)

Responsible for the course

Thomas Hoholm

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, both in existing firms and by starting up new firms.

Objective

Prerequisites

None

Compulsory literature

Books:

Tidd, J., J. Bessant and K. Pavitt. 2005. Managing innovation : integrating technological, market and organizational change. 3rd ed.. Chichester : Wiley.. kap.1, 2, 4-6, 8-11
Wickham, Philip A. 2006. Strategic entrepreneurship. 4th ed. Harlow : Financial Times/Prentice Hall. kap. 1, 2, 4, 6-12, 16

Recommended literature

Books:

Spilling, O.R., red.. 2006. Entreprenørskap på norsk. 2.utg. Bergen: Fagbokforl.
Spinosa, C., F.Flores and H.L.Dreyfus. 1997. Disclosing new worlds: Entrepreneurship, democratic action, and the cultivation of society. Cambridge: MIT Press. kap.2
Tidd, J., J.Bessant and K.Pavitt. 2005. Managing innovation : integrating technological, market and organizational change. 3rd ed. Chichester: Wiley. kap. 7
Wickham, Philip A.. 2006. Strategic entrepreneurship. 4th ed. Harlow : Financial Times/Prentice Hall. 13-15, 17-24, 29

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