



APPLIES TO ACADEMIC YEAR 2007/2008

## GRA 3136 New Venture Creation

### Program

Master in Innovation and Entrepreneurship, Master of Science in Business and Economics, Specialization Course

### Responsible for the course

Elbjørg Gui Standal, Tore Bakken

### Department

Innovation and Economic Organisation

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### 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

A bachelors degree in business or eq.

### Compulsory literature

#### Books:

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

### Recommended literature

#### Books:

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

Landstrøm, Hans. 2005. Pioneers in entrepreneurship and small business research. New York : Springer

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

### 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**

36 hours of lectures, discussions, presentations.

Specific Information regarding student evaluation will be provided in class. Please note that while attendance is not compulsory in all courses, it is the students responsibility to obtain any information provided in class that is not included on the course homepage/Blackboard or text book.

**Evaluation**

Term paper (70%- Business plan). The business idea and the planning process are to be presented to the other students in the 6th week of the term (compulsary). In addition there will be a process evaluation where contribution in the discussions will be evaluated (30%).

**Evaluation code(s)**

GRA 31366 accounts for 100% of the final grade in the course GRA 3136.

**Aids at the examination**

Bilingual dictionary

**Makeup exam**

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.

**Honor Code**

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.