



APPLIES TO ACADEMIC YEAR 2007/2008

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

Language of instruction

English

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

The course will give basic theoretical and practical insight in innovation and entrepreneurship, and understanding of how context (the innovation system) support and/or inhibit opportunities for innovation. The students will get to know central parts of the relevant theory. They will further improve their understanding of how the different phenomena unfold in practice, and important preconditions for innovation. The course will also give concrete advice on practical work with entrepreneurship and innovation, and display some of the central challenges associated with such activities.

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

None.

Course structure

36 hours lectures.

Evaluation

Grades in the course are based on the following activities and criteria:

1. Participation in class
 - a) attendance, minimum 75%
 - b) one or more presentations in class, as prepared basis for discussion based on given topics or presentations of ongoing project work (see point 2).
Number of presentations under point 1b is decided based on the size of the class, and will be announced during the first lecture. Evaluation: pass/fail.

2. Project work in groups of 2-3 students on one of the following topics:

- a) development of a business plan for a new venture
- b) an innovation project in an existing company
- c) an intrapreneurship project
- d) a project on innovation system development

For all alternatives student may choose either a case study or related to a real project. It is possible to limit the project to certain parts of the process.

The project will be run in parallel with the course. Accounts for 60% of the grade.

3. Home exam, 78 hours in groups of 1-3 persons. Writing a paper on a given theoretical topic. Accounts for 40% of the grade.

Grading is given on the course as a whole, based on the grades from exams 2 and 3. All parts (1, 2 and 3) must be passed to get a final grade.

Evaluation code(s)

ORG 24011 - Process evaluation accounts for 100% of the final grade in the course ORG 2401, 6 credits.

Aids at the examination

All written aids are permitted.

Makeup exam

A re-sit is held at the next scheduled exam in the course. Students who are taking new exam must take the course all over including all parts of evaluation.