



APPLIES TO ACADEMIC YEAR 2008/2009

ENT 2803 Developing a business plan and founding a company

Program

Bachelor in Entrepreneurship (3. year)

Responsible for the course

Heidi Wiig Aslesen, Nils-Otto Ørjasæter

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Students on this course will develop a business plan, as well as a comprehensive understanding of how a business works. The course will include work on authentic cases. Students are encouraged to present their own business ideas, but this is not a precondition for participation. No guarantees can be given that student ideas will be incorporated as cases in coursework. Business ideas and business plans will be developed to the stage of final decision-making documents and possibly registering companies. Emphasis is placed on process work, presentations and discussions. Particular emphasis is placed on the need for interplay between a number of specialised areas in order to create the totality required when commercialising a business idea and establishing a business. Students are to transfer skills acquired in sessions on subjects such as accounts or marketing to developing a business idea. They will also build business models using Excel, for example scenarios of how a business changes operatively and financially as a result of implementing different strategic options.

Objective

The course will enable students to:

- Develop and evaluate business plans
- Register a company and understand simplified account audits, issues relating to duties and requirements under Norwegian law
- Formulate a money stream flow model illustrating the relation between various forms of income, fixed and variable costs, need for capital and valuation
- Understand the significance of planning
- Plan a modest-sized company using a business plan, designed as if it were meant to generate capital
- Present plans in a comprehensible, concise manner inspiring confidence.

Prerequisites

The course is based on knowledge students are expected to have acquired during the previous semesters. In particular, students must have acquired knowledge equivalent to ENT2700, ENT2703 and ENT2706.

Compulsory literature

Books:

Megginson, Leon C. , Mary Jane Byrd and William L. Megginson. 2006. Small business management : an entrepreneur's guidebook. 5th ed. Boston : McGraw-Hil. Chapter 13, 14, 15
Utgård, Odd og Helge Refsum, red. 2007. Fra idé til ny virksomhet : en håndbok for nye vekstselskaper. 2. utg. Oslo: Universitetsforlaget
Wickham, Philip A. 2006. Strategic entrepreneurship. 4th ed. Harlow : Financial Times/Prentice Hall. Part 2, chapter 14, 15. Total 38 p

Other:

AA: Utvalgte artikler

Recommended literature

Other:

Etablererdokument fra Bedin. 150 s. http://www.bedin.no/cwobjekter/Etablerer_hoved.shtml

Mamut har en elektronisk mal for utvikling av forretningsplan. Denne inneholder nødvendige elementer og har forklaring til de ulike elementene. Malen har også egen budsjettmodell. Malen er gratis

Course outline

Business plan
Establishing a business
Money stream flow models
Physical units in a company from production to sales
Managing and planning a business
Presentation to the surrounding world

Computer-based tools

Students are expected to have access to a PC and be able to use standard software, as well as BI's own information systems (e.g. Blackboard).

Course structure

The course will consist of lectures and working seminars. Group work, presentations and discussions will ensure a high level of interactivity.

Students on the course must either set up a student business along the lines of Junior Achievement-Young Enterprise Norway or undertake a detailed business description of an operative entrepreneurial business. Suitable business ideas will be obtained from participants. Electronic portfolios are used on the course as a part of evaluation, as well as during the working process. A portfolio is a systematic collection of work (such as elements of a business plan) showing student efforts, process, progression and reflection throughout the semester. Each student is to set up an electronic portfolio based on a standard template. The portfolio, consisting of individual publications, will be on the Internet and fellow students will respond to publications. Evaluation by fellow students will be a means of enhancing motivation and learning.

The exact times for publications will be given at the beginning of the course.

Evaluation

Course grades are based on process evaluation with particular emphasis on the students' electronic portfolio and participation in class. The course concludes with an individual oral examination (max. 30 minutes). This final oral examination will use the semester publications (elements of the business plan etc.) as a starting point and candidates will be asked questions to test their understanding of the subject.

Evaluation code(s)

ENT 28031 – Process Evaluation. Counts 100% towards final grade on course ENT 2803], 6 ECTS.

Aids at the examination

All aids allowed.

Makeup exam

Make up examinations are held at the time of the next scheduled course. When resitting examinations, all sections of the examination must be taken again.