



APPLIES TO ACADEMIC YEAR 2009/2010

ENT 3400 Introduction to entrepreneurship

Programme

Bachelor in Entrepreneurship (1. year)

Responsible for the course

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The course will give the students an overview of the field of entrepreneurship and the role of entrepreneurial ventures in society. In addition to lectures, the students will meet entrepreneurs and other actors with a role in entrepreneurial processes, and make reports and presentations of this. The business plan will be introduced as a tool for business development.

The course will go more in-depth on developing business concepts, with focus on idea, design, and commercialization. How business ideas and opportunities are found and developed into a company. A central topic in this course is commercialization, with focus on how business ideas are conceptualized and transformed to demanded products. Design and ethics are included as elements in product development. Lastly, sales, organization of sales, and the problem of launching radically new products and participate in shaping new markets will be discussed.

Learning outcome

Acquired knowledge:

It is a goal that the student will achieve an overview of the field of entrepreneurship in theory and practice. It is a goal that the student will be capable of explaining central topics and concepts in entrepreneurship theory, with particular focus on the role of the entrepreneur, and on development and commercialization of business ideas. Furthermore, the students are supposed to gain knowledge about innovation systems (geographical, industrial, and cultural factors), and the role of the entrepreneur in these. The student will gain knowledge about central actors in entrepreneurial networks; sources of knowledge, financing, and realization of start-ups.

Acquired skills:

It is a goal that the students achieve basic skills in developing and evaluating business idea and concepts, and in using the business plan as a tool in entrepreneurial processes.

Developed reflection:

During the course, the students are supposed to develop understanding of entrepreneurship in society and in the economy; included economic development, welfare, and ethics. Furthermore, the students should develop their own reflection related to ethical sides of developing business ideas.

Prerequisites

No particular prerequisites

Compulsory reading

Books:

Hougaard, Søren. 2004. Forretningsidéen : om iværksættelsens tidligste faser. Fredriksberg : Samfundslitteratur
Wickham, Philip A. 2006. Strategic entrepreneurship. 4th ed. Harlow : FT/Prentice Hall

Articles:

Jevnaker, Birgit H. 2000. "Dynamikk mellom design og innovasjon i bedrifter". Magma. Årgang 3 (nr.1). Bergen : Fagbokforlaget. Side 21-39
Kim, W.Chan og Mauborgne, R.. 2000. Knowing a Winning Business Idea When You See

One. Harvard Business Review. Sept/Oct

Recommended reading

Books:

Olav R. Spilling, red. 2006. Entreprenørskap på norsk. 2.utg. Bergen : Fagbokforlaget
Utgård, Odd og Helge Refsum, red. 2007. Fra idé til ny virksomhet : en håndbok for nye vekstselskaper. 2.utg. Oslo: Universitetsforlaget

Course outline

- Introduction to entrepreneurship
- Development and evaluation of business ideas
- Introduction to business plans
- Commercialization
- Product development and design
- Sales and organization of sales
- Actors in the entrepreneurial process
- Entrepreneurship and the role of small businesses in society
- Society as stakeholder in entrepreneurial ventures
- Entrepreneurship and innovation theory
- Ethics

Computer-based tools

It is a prerequisite that the students masters the software in the Microsoft Office package

Learning process and workload

The course is designed with in total 27 hours of lectures. In addition it will be group discussions, field work, and other student activities. The course is designed with a high degree of interactivity, via meetings with companies, group work, presentations, and discussions. By shifting between lectures, discussions, and practical experiences, the students will have a fresh view on the particular aspects and challenges of entrepreneurship.

In the course, it is used electronic portfolios as part of the work and assessment. A portfolio is a systematic collection of student assignments, showing effort, learning process, progression, and reflection. Some of these publications will be read and responded to by peer students, and be a central tool to promote motivation and learning.

Exact deadlines for assignments/publications are provided by the start of the course.

Recommended time spent on the various activities in the course:

Activity	Use of hours
Participation in class	27
Preparation to lectures/read the literature	45
Field work/report (groups)	25
Write business plan (groups)	50
Other assignments (individual)	25
Individual study and study groups	20
Exam (oral presentation of business plan, and attendance at peer students' presentations)	8
Total use of hours recommended	200

Use of hours

Activities per course / use of time (hours)

- Lectures: 27
- Supervision of groups (field work and business plan): 7
- Give feedback on assignments: 7
- Administration of learning process: 4

Total resource: 45 hours

Examination

Grading in the course is based on process evaluation where electronic files and class participation is essential. An electronic file is a systematic collection of students work which shows effort, process, progression and reflection. Evaluation og fellow students will be used as a method to encourage motivation and learning.

Final grade in the course will be based om following activities:

- The students will work in groups on the task of exploring entrepreneurship and innovation in a geographical area, via mapping and interviews with entrepreneurs (e.g. a part of Oslo) (20%)
- The students will work in groups or individually with developing concrete business ideas and write a 'business plan light', and then present and defend this plan in front of the class and a panel (lecturer + external examiner). (40%)
- The students will individually need to write a theoretical essay on a topic that will be given at the beginning of the course (e.g. business planning/start-ups, financing, IPR, commercialization, or business models) (20%)
- Participation in class (prepared and active participation in lectures, presentations, discussions, etc) (20%)
- The student will have to write an individual reflection note on their own learning process, related to the content of the course, and in particular related to the role of the entrepreneur (pass/fail)

At the end of course student can be called in for an oral examination of 30 minutes. (Individual or in group). The oral examination will be based on the assignments throughout the course with particular emphasis on the business plan, and the students will be asked questions to test the candidate's understanding of the subject.

Exam code(s)

ENT 34001 Process evaluation accounts for 100% of the grade in the course ENT 3400 Introduction to Entrepreneurship, 7.5 credits

Examination support materials

All supporting materials allowed + calculator TEXAS INSTRUMENTS BA II Plus™

Re-sit examination

Makeup exam are provided at the next ordinary completion of the course. At makeup exams, all the exam elements have to be made from scratch.

Additional information