



APPLIES TO ACADEMIC YEAR 2009/2010

## GRA 3136 New Venture Creation

### Programme

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

### Responsible for the course

### Department

Department of Innovation and Economic Organisation

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### Introduction

The course description is available in English only.

### Learning outcome

#### Knowledge:

The course will form a basis for advanced studies in the field  
The students will be given an overview and framework of start-ups, entrepreneurship, entrepreneurial organization, and governance issues in small firms  
The students will be trained in firm level approach thinking

#### Skills:

The students will learn basic elements in how to start a business and to make a business plan  
The students will be trained in how to present business ideas

#### Reflection:

Through examples of Corporate Social Responsibility, the students' attitudes and ethical reflexions should be strengthened

### Prerequisites

A bachelors degree in business or eq. qualifying for admission to the Master program

### Compulsory reading

#### Books:

Wickham, Philip A. 2006. Strategic entrepreneurship. 4th ed. Harlow : FT/Prentice Hall. 583s  
Wilmerdingen, Alex. 2005. Term sheets & valuations : an inside look at the intricacies of term sheets & valuations. Bedford, MA : Aspatore Books. Readings from this book will be included in a compendium

#### Other:

A list of compulsory readings will be provided on Blackboard or in class.  
During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.  
Teaching materials including three HBS cases and a handful of articles. A copied compendium will be available at cost price at the start of the semester

### Recommended reading

#### Books:

Anupindi, Ravi ... [et al.]. 2004. Managing business process flows : principles of operations management. 2nd ed. Upper Saddle River, N.J. : Pearson Prentice Hall  
Jensen, Jan Inge, Lars Kolvereid og Truls Erikson, red. 2006. Perspektiver på entreprenørskap. Kristiansand : Høyskoleforlaget. Organisering av næringsvirksomhet / gründervirksomhet

#### Articles:

Bhide, Amar. 1994. How entrepreneurs craft strategies that work. Harvard Business Review. pp. 150 ff.  
Bhide, Amar. 1996. The questions every entrepreneur must answer. Harvard Business Review  
Govindarajan, Vijay  
Trimble, Chris. 2005. Building breakthrough businesses within established organizations. Harvard Business Review. 59 ff.  
Kaplan, Steven, Berk A. Sensoy, Per Strömberg. 2005. What are firms? Evolution from early business plans to public companies. VRSP Working Paper  
Sahlman, William A. 1996. Some thoughts on business plans: Internet wicker ale. Harvard Business Review

### **Course outline**

Entrepreneurial strategy and management  
How to structure a business plan  
The essence of a good operational strategy  
Incorporation - choosing a legal structure  
Entrepreneurship and motivation - people in the organization  
Building budgets and economic forecasts  
Intellectual property theft  
Venture capital.

### **Computer-based tools**

The internet, Blackboard/homepage, "Financial grids - a tool for creating forecasts"

### **Learning process and workload**

36 hours of lectures, discussions, presentations

A syllabus to be handed out at the beginning of the semester outlines the course of the sessions and the teaching objectives associated with each session.

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.

### **Examination**

Term paper (70%) Business plan has to be written in a group of max 3 students. The business idea and the planning process are to be presented to the other students in the 6th week of the term (compulsory). The students will be graded on the oral group presentation of the business plan and on individual participation in class (30%).

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation.

### **Exam code(s)**

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

### **Examination support materials**

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.  
<http://www.bi.edu/studenthandbook/examaids>

### **Re-sit examination**

Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

### **Additional information**

#### **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 academic integrity. If you have any questions about your responsibilities under the honor code, please ask.