



APPLIES TO ACADEMIC YEAR 2009/2010

GRA 3159 Entrepreneurial Internship Program

Programme

Master of Science in Innovation and Entrepreneurship

Responsible for the course

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

12

Language of instruction

English

Introduction

The Entrepreneurial Internship Program is part of the MSc. in innovation and entrepreneurship at the Norwegian School of Management. It allows students to participate in internship with a start-up company located in the incubator in Forskningsparken. The companies represent diverse industries, and all aim at international reach. The students will gain real-world experience by helping entrepreneurs grow their businesses. Under the guidance of the course instructor, students will work with company-related problems, and identify opportunities and challenges that will have lasting effect on the growth of the company. Student will make strategic recommendations to the company after careful analysis, in the form of an essay that fulfills academic requirements. The students will work both on individual assignments and in groups.

Learning outcome

The student shall demonstrate the following competencies after the internship:

Knowledge of key practical dilemmas of the everyday work in a start-up company

Knowledge of the requirements of international marketing

Knowledge about key concepts and methods for financing, strategy, legislation, and management systems of start-up companies.

Skills:

- Ability to analyze a process in terms of participative innovation perspectives.

Critically review/analyse theoretical and practical arguments, and support suggestions for practical solutions with academically sound analysis.

Demonstrate practical planning through the development of strategic plans for a range of entrepreneurial contexts.

Reflection:

Learn not take anything at face value and to defer judgement

Understanding of the complexities of the market forces that drive business

Openness to ideas from a variety of perspectives

Prerequisites

Students who have been registered in the first years of the Msc. in innovation and entrepreneurship in 2009/2010

Compulsory reading

Articles:

Hurley, R. F. & T.M. Hult. 1998. Innovation, market orientation, and organizational learning : an integration and empirical examination. *Journal of marketing*. 62(3). pp 42-54

Wadsworth, Y.. 2008. The mirror, the magnifying glass, the compass and the map: facilitating participatory action research. I: Bradbury, H. & P. Reason, eds. : *The SAGE handbook of action research : participative inquiry and practice*. 2nd ed.. London : SAGE. pp 420-432

Recommended reading

Other:

Recommendations about literature will depend on the chosen topic for the student's essay,

and will be given during the writing workshops, on writing and case method.

Course outline

Introduction to entrepreneurship and participative innovation
The internship rights and duties
Forskingsparken
The Norwegian innovation infrastructure
Communicative and collaborative skills training
The case method
How to write a process and procedural essay
Global/international marketing
Strategy
Financing
Legislation and regulations
Management systems

Computer-based tools

Microsoft Office tools, Blackboard, wiki, YouTube, Facebook or other similar medium

Learning process and workload

Full time internship in a start-up company for 8 weeks, including activities and assignments in cooperation with the incubator-program organized by Forskningsparken. The place of work will be Forskningsparken. In addition to internship activities there will be a weekly schedule of regular lectures, writing workshops and internet community.

Submission of max. 15 page process and procedural essay as the course ends. A syllabus to be handed out at the beginning of the semester outlines the course of the weekly sessions, and the writing objectives associated with each session.

Examination

The course grade will be based on the following activities and weights:

80% essay

20% oral exam

80% attendance is required to be allowed to sit for the exam

Exam code(s)

GRA 31591 accounts for 100% of the final grade in the course GRA 3159.

Examination support materials

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

This is a pilot course, and students will be asked for their reflections on experiences and outcomes in a reflection session twice, once in the week before vacation, once in the final week of the course. Maximum number of students is 15.

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.