



APPLIES TO ACADEMIC YEAR 2010/2011

## ENT 2800 Managing and developing start up businesses and entrepreneurs

### Programme

Bachelor in Entrepreneurship (3. year)

### Responsible for the course

### Department

Department of Innovation and Economic Organisation

### Term

According to study plan

### ECTS Credits

9

### Language of instruction

Norwegian

### Introduction

This final course focuses on developing and managing businesses in the start-up phase. Particular attention will be paid to management challenges in the different developmental phases of a start-up business. There will be frequent discussions and visits by experienced entrepreneurs and other experts. Students on the course will also evaluate themselves as entrepreneurs and discuss whether they believe they will run a business in all phases of development or whether they will change roles en route.

### Objective

The course will provide the students with:

- Knowledge of management processes and challenges in start-up businesses
- Knowledge of the role and work of a board
- Knowledge about what hinders and what promotes scaling- up and supergrowth
- An understanding of how and why a business and entrepreneur often go separate ways
- A summary and synthesis of entrepreneurship as a management activity through synthesizing experiences and insights from the three years of the course
- A good foundation for writing good Bachelor dissertations.

### Prerequisites

The course is based on knowledge students are expected to have attained in the previous semesters.

### Compulsory reading

#### Books:

Bråthen, Tore. 2009. Styremedlem og aksjonær. 2. utg. Bergen : Fagbokforlaget.

Aksjonæravtaler (5 sider) og Del III: Styremedlemmer (36 sider)

Levorsen, Stein O. 2009. Styrearbeid i praksis : innføring i styrets hovedoppgaver og arbeidsform med eksempler og bedriftshistorier. 6. utg. Oslo : Universitetsforlaget. 92

Wickham, Philip A. 2006. Strategic entrepreneurship. 4th ed. Harlow : FT/Prentice Hall. Part 1, chapter 1-1.6; Part 2, chapter 9; Part 3, chapter 15; Part 5, chapter 25, 27. Total 75 p. Ny utgave er forsinket, uvisst når den kommer. Fjerde utg. benyttes inntil videre.

Zimmerer, Thomas W. and Norman M. Scarborough. 2010. Essentials of entrepreneurship and small business management. 6th ed. Upper Saddle River, N.J. : Pearson/Prentice Hall

#### Articles:

Akrich, M., M. Callon and B. Latour. 2002. The key to success in innovation. International Journal of Innovation Management. 6 (2). Part II: The art of choosing good spokespersons"

Akrich, M., M. Callon and B. Latour. 2002. The key to success in innovation. International Journal of Innovation Management. 6 (2). Part I: The art of interessement

Ørjasæter, Nils-Otto. 2005. Intraprenørskapsprosjekter – organisering og finansiering. Magma. 8 (nr. 4). s 60-72

#### Other:

AA: Utvalgte artikler

### **Recommended reading**

#### **Course outline**

- The entrepreneur's motivation and vision
- The business idea, business model and business strategy
- Boosting a business and consolidating a business idea
- Managing uncertainty and risk
- The entrepreneur as a business manager
- Recruitment and appointment of staff
- Setting up a board, board composition
- The work of a board
- Management and follow-up of staff
- Developing competencies
- Ownership, financing and influence
- Risk capital

#### **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 consists of 36 hours of lectures, group discussions and business studies. Meetings with entrepreneurs, group work, presentations and discussions will all ensure a high level of interactivity.

#### **Examination**

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.

#### **Examination code(s)**

ENT 2800 - Process evaluation. Counts 100% to obtain final grade in the course ENT 28001, 9 ECTS.

#### **Examination support materials**

All written aids allowed + calculator TEXAS INSTRUMENTS BA II Plus™.

#### **Re-sit examination**

Make up examinations are held at the time of the next scheduled course. By a make up examination all evaluation elements must be retaken.

#### **Additional information**

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be lectured for the last time spring 2011. Re-sit exam will be offered every term even spring 2013.