



APPLIES TO ACADEMIC YEAR 2010/2011

ENT 3501 Organizing new ventures

Programme

Bachelor in Entrepreneurship (2. 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

In this course we will study how new ventures are organized to do what the business concept describes. The course is based on resource- and network theory as an analytical framework. A review will be given of how to organize the functions of a new venture to solve the company's tasks. Functions like production, logistics, marketing, sales, and e-business will be given particular focus. Furthermore, the students will gain knowledge about network organization and alliances. The students will start, run, and wind up their own companies during the course, either in the form of 'student companies' or regular companies.

Learning outcome

Acquired Knowledge

During the course, the student should acquire general knowledge about business models and how a firm may organize its functions. More specifically, the student should gain an overview of various models of organizing a firm; from purchasing to sales of finished products and services. The student should also understand how a given positioning relates to networks and alliances. In addition, the student should learn about basic dilemmas related to e-business, and how functions may be organized in relation to e-business.

Acquired Skills

The student is supposed to learn how to analyze the relations between value creation and organization in new ventures, and how to identify opportunities for innovation. The student should further develop an ability to organize and start running a firm according to a business concept.

Reflection

The student should achieve capacity for critical and creative reflection on ethical and economic consequences related to the way firms and industries are organized, and how they may be organized differently to strengthen their contribution to different stakeholders. Further the student should develop a capacity for critical reflection on how to allow for environmental, personal, and other interests in the organizing of new ventures.

Prerequisites

None, but having been through ENT3400 Introduction to Entrepreneurship will be beneficial

Compulsory reading

Books:

Byrd, Mary Jane. 2008. Small business management : an entrepreneur's guidebook. 6th ed.

Boston : McGraw-Hill

Cantillon, R. 2001. Essay on the nature of commerce in general. New Brunswick : Transaction Publisher ; London. side 3-40, Part I

Penrose, Edith. 2009. The theory of the growth of the firm. 4th ed. Oxford : Oxford University Press. Kap.II og III (ca. 30 sider)

Articles:

Conway, S. and O. Jones. 2006. Networking and the small business. I: Carter, S. and Dylan Jones-Evans (eds.), Enterprise and small business : principles, practice and policy. Harlow : FT/Prentice Hall. Side 305-323

Hamel, G. and C.K. Prahalad. 1993. Strategy as stretch and leverage. Harvard Business review. Mar/April. Side 75-84

Recommended reading

Course outline

- Planning and modelling a new firm
- Purpose and use of business plans
- Financing
- Organizing production and logistics
- Market strategy and sales channels
- Premises, machinery, equipment
- E-business
- Resources, networks, and alliances
- Management, participation, and control systems

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

Recommended use of hours:

Activities	Use of hours
Lectures	36
Literature	64
Assignments	40
Working with an enterprise	60
Total recommended use of hours	200

Use of hours

Examination

In the course electronic portfolios are used for assignments and evaluation. A portfolio is a systematic collection of student work showing effort, process, progress, and reflection throughout the semester. Peer evaluation will be an instrument to promote motivation and learning. Exact deadlines for assignments are given at the start of the semester.

Grading in the course is based on process evaluation, with emphasis on the student's electronic portfolio and participation in class. The course is finished with an individual oral exam of up to 30 minutes. During the oral exam, the portfolio will be the starting point for examination, and the student will be given questions to test his/her understanding of the subject.

Examination code(s)

ENT 35011 – Process evaluation. Accounts for 100% of the final grade in the course ENT 3501 Organizing New Ventures, 7.5 ECTS

Examination support materials

All support materials are allowed.

Re-sit examination

A re-sit exam is held in connection with the next ordinary examination in the course. For a re-sit exam, all components of the exam have to be taken in their entirety.

Additional information