



APPLIES TO ACADEMIC YEAR 2010/2011

ORG 2401 Innovation and Entrepreneurship

Programme

Bachelor of Science in Business (3. year).

Responsible for the course

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

Innovation and entrepreneurship address basic processes of industrial evolution, which can take many forms in processes of developing new products and processes, starting up new firms or developing or restructuring existing firms, or for instance by organizing collaboration with customers or clients. Basically, innovation and entrepreneurship are focusing on the same type of processes, however, with a tendency of innovation to be more focused on developing the functional aspects of products or processes, while entrepreneurship is more focused on commercialization and starting up new ventures.

During recent years, there has developed a growing awareness of the importance of innovation and entrepreneurship, and this field is now one of the highest priorities of the Norwegian Government which has developed its "holistic innovation policy framework" formulated in the document "From Idea to value", in which it is stated that Norway is going to become "one of the most innovative countries of the world". In this course we will take this as the point of departure, and discuss what innovation and entrepreneurship are, and analyse the importance of these phenomena and how they are materializing in "real" life, both in existing firms and by starting up new firms.

Objective

The course will give basic theoretical and practical insight in innovation and entrepreneurship, and an understanding of how context (the innovation system) support and/or inhibit opportunities for innovation. The students will get to know central parts of the relevant theory. They will further improve their understanding of how the different phenomena unfold in practice, and important preconditions for innovation. The course will also give concrete advice on practical work with entrepreneurship and innovation, and display some of the central challenges associated with such activities.

Prerequisites

None

Compulsory reading

Books:

Tidd, Joseph and John Bessant. 2009. Managing innovation : integrating technological, market and organizational change. 4th ed. Chichester : Wiley. kap.1, 2, 4-6, 8-11
Wickham, Philip A. 2010. Strategic entrepreneurship. 5th ed. Harlow : FT/Prentice Hall. kap. 1, 2, 4, 6-12, 16. Ny utg vetet juni 2010

Recommended reading

Books:

Spilling, Olav R., red. 2006. Entreprenørskap på norsk. 2.utg. Bergen : Fagbokforlaget
Spinosa, Charles, Fernando Flores, Hubert L. Dreyfus. 1997. Disclosing new worlds : entrepreneurship, democratic action, and the cultivation of solidarity. Cambridge, Mass. : MIT Press. kap.2
Tidd, Joseph and John Bessant. 2009. Managing innovation : integrating technological, market and organizational change. 4th ed. Chichester : Wiley. kap. 7
Wickham, Philip A. 2010. Strategic entrepreneurship. 5th ed. Harlow : FT/Prentice Hall. 13-15,

17-24, 29. Ny utg ventet juni 2010

Other:

"Fra ide til verdi. Regjeringens plan for en helhetlig innovasjonspolitik." 2003

Course outline

The course is organised in the following twelve sequences:

1. Introduction to innovation and entrepreneurship.
2. Entrepreneurship
- 3-4. Start-ups, stages and developing a business plan
- 5-7. Innovation and innovation processes, stages and approaches
- 8-9. The firm perspective - corporate entrepreneurship.
- 10 Innovation systems.
- 11 Innovation systems and institutions.
- 12 Developing innovation systems.

Computer-based tools

None.

Course structure

36 hours of lectures.

Examination

Grades in the course are based on the following activities and criteria:

1. Participation in class
 - a) attendance, minimum 75%
 - b) one or more presentations in class, as a prepared basis for discussion based on given topics or presentations of ongoing project work (see point 2).
The number of presentations under point 1b is determined on the basis of the size of the class, and will be announced during the first lecture. Evaluation: pass/fail.
2. Project work in groups of 2-3 students on one of the following topics:
 - a) development of a business plan for a new venture
 - b) an innovation project in an existing company
 - c) an intrapreneurship project
 - d) a project on innovation system developmentFor all alternatives students may choose either a case study or a theme related to a real project. It is possible to limit the project to certain parts of the process.
The project will be run in parallel with the course and accounts for 60% of the grade.
3. Home examination, 72 hours in groups of 1-3 persons. Writing a paper on a given theoretical topic. This accounts for 40% of the grade.

Grading for the course as a whole is based on the grades from exams 2 and 3. All parts must be passed to get a final grade.

Examination code(s)

ORG 24011 - Process evaluation accounts for 100% of the final grade in the course ORG 2401, 6 credits.

Examination support materials

All written support materials are permitted.

Examination support materials at written examinations are specified under exam information in our web-based Student Handbook. Please note the use of calculator and dictionary.
<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

A re-sit is held at the next scheduled exam in the course. Students who are taking a new exam

must take the course all over including all parts of the evaluation.

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 taught for the last time spring 2011. Re-sit exam will be offered every term from autumn 2011 even spring 2013.