



APPLIES TO ACADEMIC YEAR 2011/2012

ELE 3733 Organizing new ventures

Programme

Elective

Responsible for the course

Benedicte Brøgger

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

This course will deal with 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. The management structure of the enterprise, as well as functions related to product/service-design, sales and marketing, and financing will be emphasized. Furthermore, the students will gain knowledge about network organization and alliances. The students will start, run, and if so chosen, 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:

- resource based entrepreneurship theory
- business ideas and business plans
- the operative functions of a company
- the connections between strategy and operations
- the connections between forms of ownership, product, market and financing, with special emphasis on requirements and conditions in Norway
- resource-based networking

Acquired Skills

- ability to write, use and pitch a business plan
- experience with registering a company
- collaborative and networking skills to reach a company's goals
- ability to design, manage and reflect on the process of organizing a company

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. Furthermore the student should develop a capacity for critical reflection on how to allow for environmental, personal, and other interests in the organising of new ventures.

Prerequisites

Knowledge of business plans is an advantage, but is not required

Compulsory reading

Books:

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

Conway, S. and O. Jones. 2006. Networking and the small business. In: Carter, S. and D. Jones-Evans, red. : Enterprise and small business : principles, practice and policy. FT/Prentice Hall. Side: 305-323

Penrose, Edith. 2009. The theory of the growth of the firm. 4th ed. Oxford University Press.

Kap II. The firm in theory. Kap. III The productive opportunity of the firm and the 'entrepreneur'. Side 8-38

Wickham, Philip A. 2006. Strategic entrepreneurship.. 4th ed. FT Prentice Hall. Kapittel 11. The nature of business opportunity. Kapittel 12. Resources in the entrepreneurial venture. Side 235-272.

Recommended reading

Course outline

- Creativity and generation of ideas
- Purpose and use of business plans, making a plan
- Organizing a management structure 1: regulations, roles, responsibilities
- Organizing a management structure 2: decision-making and information processes.
- Ownership form, registration, business strategy
- Work on company tasks according to plan and responsibility
- Pitching – content and presentation
- Exit and close

Computer-based tools

No special data tools

Learning process and workload

The course consists of seminars and lectures. Active class participation is expected. Students will participate in a business establishment, whether by starting a student project for UE, Ungt Entreprenørskap template, or by using the activities in a business student has committed ownership in. The students will hold 2 corporate and curriculum-related presentations during the semester. It will be possible to participate in the competition to get to the championship organized by the Student UE.

The course used electronic portfolios as part of work and evaluation form. A folder is a systematic collection of student work showing effort, process, progress and reflection throughout the semester. Submissions must be done individually.

The electronic folder will consist of the following submissions:

- draft for a business plan
- essay on business creation / learning of their business establishment (5-8 pages)
- written confirmation from the establishment of student company, or self-employment
- written confirmation påavvikling, possibly continuing on its own

In addition, students evaluate oral or written presentations / pitch:

- oral presentation or foils or. used in the oral presentations

Recommended use of hours:

Activities	Use of hours
Lectures and seminars	30
Work on course literature	36
Written assignments	36
Its' Learning exercises and quizzes	6
Work on own enterprise	92
Total recommended use of hours	200

Use of hours

	Classroom	Local forms
Lectures	24	
It's Learning		3
Enterprise-related seminars	18	

Examination

The course used electronic portfolios as part of work and evaluation form. A folder is a systematic collection of student work showing effort, process, progress and reflection throughout the semester. Some of the tasks solved individually, other business cases. Collaboration with fellow students would be a means to promote motivation and learning. In addition, students are evaluated through oral or written presentation on the pitch.

Final grade will be based on:

- Electronic portfolio (70%) and
- Oral or. written presentation / pitch (30%).

Students choose whether they will be evaluated on written or oral presentation. Students who submit a written presentation folder, waive the right of the character specified on the oral presentation and will only be evaluated on the written presentation.

The works in the electronic folder on It's Learning is printed in 3 copies and handed in for assessment of each student. Accurate timing of portfolio assignments will be announced at course start.

Both exams must be passed to grade in the course.

Examination code(s)

ELE 37331 - Process evaluation consisting of a portfolio (70%) and oral / written presentation (30%). Counts 100% of final grade in the course ELE 3733 Organising new business, 7.5 credits.

Examination support materials

All support materials are allowed.

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

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