



APPLIES TO ACADEMIC YEAR 2011/2012

ENT 3679 Developing a business plan and founding a company

Programme

Bachelor in Entrepreneurship (3. year)

Responsible for the course

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Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Students on this course will develop a business plan, as well as a comprehensive understanding of how a business works. The course will include work on authentic cases. Students are encouraged to present their own business ideas, but this is not a precondition for participation. No guarantees can be given that student ideas will be incorporated as cases in coursework. Business ideas and business plans will be developed to the stage of final decision-making documents and possibly registering companies. Emphasis is placed on process work, presentations and discussions. Particular emphasis is placed on the need for interplay between a number of specialised areas in order to create the totality required when commercialising a business idea and establishing a business. Students are to transfer skills acquired in sessions on subjects such as accounts or marketing to developing a business idea. They will also build business models using Excel, for example scenarios of how a business changes operatively and financially as a result of implementing different strategic options.

Learning outcome

In this course the students will formulate a business plan and comprehend an overall business understanding. The course emphasizes the necessity of interaction between different fields of research in order to impel the whole commercialization of their business idea and establishment of a company.

Acquired Knowledge

- The students will understand the importance of a business plan
- The students will understand the process of developing a business plan
- The students will understand the overall process in the progress and commercialization of a business idea

Acquired Skills

- The students will lead an interdisciplinary team when developing a business plan
- The student will gather critical information and on this foundation undertake a relevant analysis
- The student will perform simulations of cash flow analysis and analysis of start-ups

Reflection

- The student shall acquire a respectful attitude towards entrepreneurs and the challenges they meet in the start-up process.
- The students will develop a realistic attitude towards the challenges and opportunities within commercialization of a business idea and business plan
- The student will form a professional approach towards the entrepreneurial process

Prerequisites

The course is based on knowledge students are expected to have acquired during the previous semesters. In particular, students must have acquired knowledge equivalent to ENT 3501 Organizing new ventures, ENT 3502 Investment, valuation and exit strategies and ENT 3503 Growth, crisis, and change.

Compulsory reading

Books:

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

McGraw-Hil. Chapter 13, 14, 15

Utgård, Odd og Helge Refsum, red. 2007. Fra idé til ny virksomhet : en håndbok for nye vekstselskaper. 2. utg. Universitetsforlaget

Wickham, Philip A. 2006. Strategic entrepreneurship. 4th ed. FT Prentice Hall. Wickham, Philip

A. 2010. Strategic entrepreneurship. 5th ed. FT Prentice Hall

Articles:

Det vil ble delt ut artikler til klassen

Recommended reading

Other:

Etablererdokument fra Bedin. 150 s. http://www.bedin.no/cwobjekter/Etablerer_hoved.shtml

Mamut har en elektronisk mal for utvikling av forretningsplan. Denne inneholder nødvendige elementer og har forklaring til de ulike elementene. Malen har også egen budsjettmodell.

Malen er gratis

Course outline

- Business plan
- Establishing a business
- Money stream flow models
- Physical units in a company from production to sales
- Managing and planning a business
- Presentation to the surrounding world

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. It's learning)

Learning process and workload

The course includes lectures, guest lectures and studentparticipation related to real case and curricula.

Students must attend all lectures in the process of Pressure Tank and evaluation. Furthermore students must be prepared to do presentations in class.

Portfolios are used on the course as a part of evaluation, as well as during the working process. A portfolio is a systematic collection of work showing student efforts, process, progression and reflection throughout the semester. Each student is to set up a portfolio based on a standard template. The exact times for publications will be given at the beginning of the course.

The portfolio that shall be handed in at the of course shall consist of:

- Hand-in of 2 individual papers
- Hand-in of Marketanalysis before PressureTank
- The students will have to write an individual reflection note on their own learning process, related to the content of the course, assignments and presentations.

Details about deadlines and construction of the portfolio will bed given when course starts.

Recommended workload in hours

Activity	Hours
Lectures	6
Work with the syllabus and preparations for lectures	65
Prepare for presentation, for Kick off and Pressure Tank	29
Work in Pressure Tank	100
Total recommended use of time	200

Use of hours

6 hours - Lectures

39 hours - Processwork

45 hours total

Examination

Grade in the course will be based on portfolio evaluation which shall be handed in at the end of course. See learning process and workload.

Examination code(s)

ENT 36791 - Portfolio Evaluation, counts 100% towards final grade on course ENT 3679
Developing a business plan and founding a company, 7,5 ECTS

Examination support materials

All aids allowed.

Re-sit examination

Re-sit examination is offered at the next course.

Additional information