



APPLIES TO ACADEMIC YEAR 2011/2012

GRA 8128 Innovation and Entrepreneurship

Programme

Executive MBA with concentration in Logistics

Responsible for the course

Hermann Kopp

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

The central focus of the course is the critical role of opportunity creation and recognition, and the entrepreneur as the principal success factor in new enterprise formation and building.

Learning outcome

We will study the characteristics of entrepreneurship and intrapreneurship, and the definitions and myths. How do you spot successful new ventures? What are the available sources of capital?

Prerequisites

Bachelor degree or equivalent, 4 years work experience, managerial experience and good written and oral knowledge of the English language.

Compulsory reading

Books:

Jeffrey A Timmons og Stephen Spinelli. 2007. NEW VENTURE CREATION. Seventh edition. McGrawHill International edition

Other:

Compendium

Recommended reading

Course outline

What is entrepreneurship.
The entrepreneur.
Entrepreneurial finance.
Financing new ventures.
Entrepreneurial marketing.
Intrapreneurship.
Intellectual property.
Negotiating the terms of a spin-out.
Innovation and creativity.
The business plan.

Computer-based tools

None

Learning process and workload

The workload is heavy. The course is case-oriented and it is essential that everybody has read the cases. Cases should be prepared both individually and in groups. Individuals will be called upon to present their analysis and plans of action, and can also be asked to play a specific role.

Examination

Groups will be assigned. Each group will be given one case to present, but individuals are expected to prepare all cases. Each group will hand in four WACs (written analysis of case), before the case is discussed in class. Individual contribution will be graded.

The final grade will be determined on the following basis:

Individual contribution	20%
Group presentation	10%
WACs	15%
Final assignment	55%

The final assignment is a business plan to be handed in at a later date.

Examination code(s)

GRA 81281 - Process evaluation; accounts for 100 % to pass the program GRA 8128, 6 ECTS credits

The course is a part of a full Executive MBA and all evaluations must be passed to obtain a certificate for the degree.

Examination support materials**Re-sit examination**

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

Additional information