



APPLIES TO ACADEMIC YEAR 2012/2013

ELE 3701 Innovation and Entrepreneurship

Programme

Elective

Responsible for the course

Heidi Wiig Aslesen, Thomas Hoholm

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian and english

Introduction

Please note

This course has some overlapping issues with the specialisation course in Innovation Management, 15 credits. Consequently a combination of these two courses in a Bachelors degree will not be allowed.

During recent years, growing awareness of the importance of innovation and entrepreneurship has developed, 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 declared that Norway is going to become "one of the most innovative countries of the world".

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 starting up new ventures and commercialization.

In this course we will take this as the point of departure, and discuss what innovation and entrepreneurship are, and analyze the importance of these phenomena and how they are materializing in "real" life, both in existing firms and in connection with the start-up of new firms

Learning outcome

Acquired Knowledge

In the course the student will get an overview of the fields of innovation and entrepreneurship, and achieve familiarity with key concepts and theories.

Acquired Skills

The student will develop skills for analyzing and participating in development processes in firms and entrepreneurial ventures, as well as working with facilitation of innovation dynamics in public organizations (Innovation Norway, etc).

Reflection

During the course, the student is expected to develop an ability to reflect critically on the role of innovation and entrepreneurship in the economy, as well as on political strategies to support innovation and entrepreneurship in society.

Prerequisites

None

Compulsory reading

Books:

Bessant, John and Joe Tidd. 2011. Innovation and entrepreneurship. 2nd ed. Wiley

Recommended reading

Course outline

The course is organized in the following sequences:

- Models & Types of Innovation
- Innovation and Entrepreneurship Organization
- Proactive Links
- Generation of Innovations
- Search for & Selection of Opportunities
- Implementation, Development & Commercialization of Innovations
- Strategic Leadership

The course will be supplemented by seminars consisting of a combination of case studies, exercises and discussion of key readings.

Computer-based tools

None required

Learning process and workload

The course will include lectures, guest lectures, and student participation related to cases and curriculum. During the semester the students will write a Project paper. The project paper can be written in groups of up to three students. Max 20 pages, on one of the following topics:

1. Analyze an existing innovation case (and use relevant curriculum for structuring the analysis). The total 20 pages should be divided approximately 50/50 between the empirical research (understanding of product/service, the firm or the industry you have chosen) and 50% on the application of theory (curriculum).
2. Write a practical business plan for a new project/venture based on the students' own idea. The total 20 pages should be divided approximately 50/50 between the business plan (part I) and a theoretical analysis/discussion of a few central aspects of the business plan (part II based on the curriculum).

Recommended workload in hours

Activity	Hours
Participation during lectures	32
Preparation for lectures/reading literature	75
Preparation for presentations and participation in class	27
Project paper	66
Recommended total workload	200

Use of hours

32 hours - Lectures
8 hours - Seminar
5 hours - Supervision
45 hours total

Examination

Grade in the course is based on portfolio evaluation, using electronic files and participation in class. The students will develop a systematic set of assignments that will show effort, process, progress, and reflection. Evaluation of peer students will be one of the tools for enhancing learning.

Final grade in the course will be based on the following elements:

- Delivery of project sketch: max 5 pages, and must include name of group participants, chosen theme and case, and how you intend to carry out the analysis. Date will be published at the start of the semester.
- Participation in seminars: present your own project and give feedback to your peer students (to be documented by a peer evaluation form)
- Group presentations in class on given topics (to be documented by handing in power point presentations)
- Project paper. Can be written in groups of up to three students. Max 20 pages. See Learning process and workload to find information of which topics to choose.

Examination code(s)

ELE 37011 - Portfolio evaluation that accounts for 100 % of the grade in ELE 3701 Innovation

and Entrepreneurship - 7,5 credits.

Examination support materials

All support materials are allowed.

Re-sit examination

A re-sit examination is offered the next time the course is scheduled.

Additional information

Please note: This course has some overlapping issues with the specialisation course in Innovation Management, 15 credits. Consequently a combination of these two courses in a Bachelors degree will not be allowed.