



APPLIES TO ACADEMIC YEAR 2012/2013

ENT 3000 Small Business Development and introduction to innovation in Silicon Valley- RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

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Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

9

Language of instruction

Norwegian

Introduction

The course runs in the fall semeste. It is only for students who will attend the specialization in Entrepreneurship and Innovation, which is held at the University of California at Berkeley in the following spring semester. The course in the fall semester consists of two parts:

- a) Small Business Development (Dst9740) 6 ECTS credits
- b) Introduction to innovation in Silicon Valley 3 ECTS credits

Part a) runs several places at BI's schools in Norway, while part b) runs at BI Nydalen only.

Objective

The students will get an introduction to the business processes in different stages, from the very beginning and through ventures and globalization. Corporate governance is an important part of the course. You will be challenged to use information technology to cope with all relevant business processes. You will be made aware of the company and the society and ethical questions related to this. Students will also learn about models and terms within innovation and entrepreneurship as well as economical and cultural aspects in Silicon Valley. Further they will learn about the innovations process in chosen corporations in Silicon Valley, and shall develop an understanding to how innovations processes can be implemented and improved in large and small corporations.

Prerequisites

A basic knowledge of business administration is required.

Compulsory reading

Books:

Fogler, H.Scott and Steven E. LeBlanc. 2008. Strategies for creative problem solving. 2nd ed. Pearson Education

Goffin, Keith & Rick Mitchell. 2010. Innovation management : strategy and implementation using the pentathlon framework. 2nd ed. Palgrave Macmillan. Utdrag fra boken på 150 sider

Klofsten, Magnus. 2009. Affärsplattformen : entreprenören och företagets första år. 3. uppl. Stockholm : SNS Förlag

Kubr, Milan, red. 2002. Management consulting : a guide to the profession. 4th ed. Geneva : International Labour Office

Moore, Carlos W. ...[et al.]. 2010. Managing small business : an entrepreneurial emphasis. 15th ed. Mason, OH : Thomson/South-Western

Tidd, Joseph and John Bessant. 2009. Managing innovation: integrating technological, market and organizational change. 4th ed. Chichester : Wiley. 600 pages

Wickham, Phillip A. 2010. Strategic entrepreneurship. 5th ed. Harlow : FT/Prentice Hall. (hele boken, som del av DST9740). Ny utg ventet juni 2010

Articles:

Articles. Drucker, P. F. (1985). The Discipline of Innovation. Harvard Business Review, 6 sider.

Granovetter, M. (2000). The Economic Sociology of Firms and Entrepreneurs. Kapittel 11, ss. 244-276, i Swedberg, R. red., Entrepreneurship: The Social Science View. Oxford: The University of Oxford Press, 12 sider

Hofer & Håkansson (2003): Tapping into the 'Silicon' clique, European Business Forum, (14): 54-60, 7 sider.

Kim, W. C. & R. Mauborgne (2000). Knowing a Winning Business Idea When You See One. Harvard Business Review, September-October, 25 sider.

Tether, B. (2001). The Sources and Aims of Innovation in Services: Variety between and within Sectors. Economics of Innovation and New Technology. 25 sider.

Recommended reading

Books:

Haugland, Sven A.. 2004. Samarbeid, allianser og nettverk. 2. utg.. Oslo : Universitetsforlaget

Rolfson, Monica, red. 2000. Trendenes tyranni : produksjon og arbeid i et nytt århundre. Bergen : Fagbokforlaget

Spilling, Olav R., Bitten Schei og Grethe Stave. 2001. Drømmen, livet og foretaket. Oslo : Abstrakt forlag

Spilling, Olav R., red. 2002. NyskapingNorge. Bergen : Fagbokforlaget. (hele boken er anbefalt pensum, som del av DST 9740)

Other:

Web-sites containing information about the economical situation in Silicon Valley will be important such as, San Jose Mercury News; <http://www.mercurynews.com>

Course outline

PART A: BUSINESS DEVELOPMENT

Business Idea and Business Start Up

- The SME Environmental conditions in Norway
- Innovation and Entrepreneurship
- Usefull and creative work
- Development of Business Idea
- Business plan process
- Critical success factors

Venture and Internationalization

- Professionalization of management systems
- Information Systems
- Corporate Governance
- Cooperation, alliances, business networks
- Intellectual capital
- Globalization as a driving force

Effectiveness and Innovation

- Effective learning
- total Quality Management
- Customer Relationship Management
- Finance
- Innovation and New Business Development

Reengineering, Mergers and Acquisitions

- Failure in Business Processes
- Change strategies
- Strategies for Business Process Reengineering
- Merging and Di-merging
- Buy-outs and Value Evaluations

PART B: Introduction to innovation in Silicon Valley

- Presentation of the terms innovation and entrepreneurship
- Types of innovation; product, service, process, paradigm
- Innovation as a creation of new markets and adaption
- Internet as innovation
- Cultural differences between gründers in Europe and USA
- Implementation of onnovation processes

Computer-based tools

Students are required to have at their disposal a PC with connections to the internet. Software requirements; Operation system: Microsoft 2000 or Microsoft XP. Internet browser: Explorer 6.0. Office software: Microsoft Office 2000. Students must be familiar with use of the Internet, database search and with using computer-based tools to analyze, structure and present information. As a netbased provider you will be expected to use our communication platform

Blackboard/Apollon.

For the part about Introduction to innovation in Silicon Valley participants should be knowledgeable about the use of pod- and videocasts.

Course structure

The course Small Business Development are lectured in autumn term, and consists of lectures, group work and presentations. Lectures are given together with students in the specialization Small Business Development, 30 credits.

The course Introduction to Innovation in Silicon Valley is given at BI Nydalen in November (probable dates are Nov 12-13, 2009), and consists of 12 lectural hours and 8 hours of joint guidance and discussions.

Examination

A term paper concludes the course. The paper has two parts. The first part is identical for those who follow DST9740. The second part is based on insights from the November lectures. Term paper shall be about 30 pages and can be written in groups of up to three students. It is important that the paper are focused on innovation and entrepreneurship, preferably in Silicon Valley.

Examination code(s)

ENT 30001 Small business development - Term paper, which accounts for 100% of the grade in ENT 3000, 9 ECTS credits.

Examination support materials

All aids are allowed.

Re-sit examination

This course was lectured for the last time autumn 2010. A re-sit exam will be offered every term from autumn 2011 even spring 2013.

Additional information