



APPLIES TO ACADEMIC YEAR 2012/2013

## GRA 8176 Innovation and Entrepreneurship (2013/2014)

### Programme

Executive Master of Business Administration (EMBA) Program

### Responsible for the course

Ragnhild Kvålshaugen

### Department

Department of Strategy and Logistics

### Term

According to study plan

### ECTS Credits

9

### Language of instruction

English

### Introduction

Innovation is the engine that drives revenue and profit growth in most organizations. In this segment, we will explore different models of innovation management from those used by large design firms in Silicon Valley to the ones employed by large industrial firms in other parts of the world. Using cases, videos and in-class exercises, we'll examine the context in which innovation takes place, the ways in which customers can be embedded in the design process, and the systems, tools and techniques used to successfully manage innovation.

At the end of the Entrepreneurship session, participants will understand how Silicon Valley functions; how VS firms are organized and partners compensated; set deal flow, deal terms and valuation. Understand the IPO process and value creation; how to manage distributions and fund liquidations

### Learning outcome

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### Prerequisites

Granted admission to the EMBA programme.

### Compulsory reading

#### Collection of articles:

Collection of cases and articles

### Recommended reading

#### Course outline

This is a 10-days programme comprising the following courses:

#### Customer-Centric Growth Strategies:

Smart markets are environments characterised by rapid turnovers in the stock of knowledge or level of information associated with a firm's products, customers and competitors. In such markets, traditional business strategies -- developed for older "dumb" or information-poor markets -- are rapidly becoming obsolete. Among the most important business phenomena in recent years are the emergence of a set of information-intensive strategies, which is the key to sustainable advantage in the smart markets that increasingly characterise the world faced by most organisations.

#### Innovation & Entrepreneurship

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**Company visits****Computer-based tools**

None

**Learning process and workload**

1 ECTS credit corresponds to a workload of 26-30 hours.

Attendance to all sessions in the course is compulsory. If you have to miss part(s) of the course you must ask in advance for leave of absence. More than 20% absence in a course will require retaking the entire course. It's the student's own responsibility to obtain any information provided in class that is not included on the course homepage/ It's learning or other course materials

**Examination**

The course evaluation will be based on:

- 30% Class presentations
- 70% group assignment

This is a course with continuous assessment (several exam elements) and one final exam code. Each exam element will be graded using points on a scale (e.g. 0-100). The elements will be weighted together according to the information in the course description in order to calculate the final letter grade for the course.

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation

**Examination code(s)**

GRA 81761 - Continuous assessment ; accounts for 100 % to pass the course GRA 8176, 9 ECTS credits

The course is a part of the Executive Master of Business Administration Program and all evaluations must be passed in order to obtain a certificate.

**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 continuous assessment, the whole course must be re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.

**Additional information**