



APPLIES TO ACADEMIC YEAR 2012/2013

MBA 2312 Innovation and Entrepreneurship

Programme

Master of Business Administration - China

Responsible for the course

Hermann Kopp

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

4,8

Language of instruction

English

Introduction

The central focus of the module 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, look at the definitions and myths. The cases will illustrate various types of entrepreneurs - the small manufacturer, the inventor, the venture capitalist, as well as new business development in larger organizations.

We will look at the cultural factors and the innovation process. How do you spot successful new ventures? What are the available sources of capital?

Understanding and mastering the business plan is essential entrepreneurial success. You will get an opportunity to develop your own business plan.

Prerequisites

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

Compulsory reading

Other:

Kopp, Hermann, ed. 2010. A selection of readings and cases

Recommended reading

Books:

Johnson, Spencer. 2001. Who moved my cheese: an amazing way to deal with change in your work and in your life. Vermilion. This book is also available in Mandarin. Please check www.whomovedmycheese.com

Timmons, Jeffry A. and Stephen Spinelli. 2009. New venture creation : entrepreneurship for the 21st century. 8th ed. McGraw-Hill. This book's 6th edition is also available in Mandarin

Course outline

Group Presentation

Each group will be assigned one case to present. The group should prepare a sufficient number of PowerPoint slides for a 15-minute presentation. Your analysis should include the most important aspects of the case, but should not be a more "rehash" of the facts that we already know. We would like to get the group's interpretation of the present situation, and together with your recommendations and suggested plan of action.

Please keep in mind that although the group has been assigned *one* case for presentation, all groups and every individual is expected to read and prepare *every* case.

WACs (Written Analysis of Case)

Please hand in a two, or three page *group* analysis of *any four of* the assigned cases, except the one that has been assigned to your group for presentation. To be handed in *before* class. The WAC should include an *analysis* of the situation, and an *action plan*, or recommendations.

Final Assignment

Prepare a business plan for a new venture.

This should be a complete business plan that you could present to potential investors, or your company's management. The plan should include final data, projected P&L cash flow + proposed sources of financing. Detailed information about the business plan is included in your readings, and will be discussed in class.

Please note that a PowerPoint presentation should be included

or

Conduct an interview with a successful (or *un* successful) entrepreneur.

Try to determine the real basis for the success (or the failure).

What would you have done differently? How was the venture financed? Where will it go from here? Be sure to include most of the information that is needed to convert your interview to a teaching case.

The final assignment is to be completed individually or in a group of maximum 3 students. Maximum length 20 pages + exhibits. Make sure that you list the appropriate literature and references.

Module schedule

09:00-12:30	Morning Session (one, or two breaks)
12:30-13:30	Lunch
13:30-17:00	Afternoon Session (one break)
17:00-18:00	Summary
20:00-24:00	Prepare for next day; Group sessions

Class sessions

1	Day 1	Introduction. Definitions and myths
2	Day 1	Characteristics of the entrepreneur
3	Day 2	Entrepreneurial finance
4	Day 2	Intrapreneurship II
5	Day 3	The serial entrepreneur
6	Day 3	Negotiating a spin-off
7	Day 4	Creativity & Innovation
8	Day 4	The Business Plan
Subject to change		

Computer-based tools

Blackboard. Articles and lecture slides will be posted.

Learning process and workload

The course is conducted as a teaching module, where students have classes all day for four subsequent days, a total of 32 hours.

Examination

Process Evaluation:

Grading will be based upon the following:

Contribution	25%
Group presentation	15%
Case write-ups	10%
Final assignment	50%

Examination code(s)

MBA 23121 - process evaluation accounts for 100% to pass the course MBA 2312; 4,8 credits.

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

Examination support materials

No final exam.

Re-sit examination

Not offered.

Additional information

