



APPLIES TO ACADEMIC YEAR 2013/2014

ELE 3733 Organizing new ventures

Programme

Elective

Responsible for the course

Benedicte Brøgger

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

This course will deal with how new ventures are organized to do what the business concept describes. The course is based on resource- and network theory as an analytical framework. A review will be given of how to organize the functions of a new venture to solve the company's tasks. The management structure of the enterprise, as well as functions related to product/service-design, sales and marketing, and financing will be emphasized. Furthermore, the students will gain knowledge about network organization and alliances. The students will start, run, and if so chosen, wind up, their own companies during the course, either in the form of 'student companies' or regular companies.

Learning outcome

- resource based entrepreneurship theory
 - business ideas and business plans
 - the operative functions of a company
 - the connections between strategy and operations
 - the connections between forms of ownership, product, market and financing, with special emphasis on requirements and conditions in Norway
 - resource-based networking
-
- ability to write, use and pitch a business plan
 - experience with registering a company
 - collaborative and networking skills to reach a company's goals
 - ability to design, manage and reflect on the process of organizing a company

Acquired Knowledge

During the course, the student should acquire general knowledge about:

Acquired Skills

Reflection

The student should achieve capacity for critical and creative reflection on ethical and economic consequences related to the way firms and industries are organized, and how they may be organized differently to strengthen their contribution to different stakeholders.

Furthermore the student should develop a capacity for critical reflection on how to allow for environmental, personal, and other interests in the organising of new ventures.

Prerequisites

Knowledge of business plans is an advantage, but is not required

Compulsory reading

Books:

Byrd, Mary Jane. 2013. Small business management : an entrepreneur's guidebook. 7th ed. McGraw-Hill

Other:

Benedicte Brøgger. 2013. Kompendium til ELE 3733 Oranisering av ny virksomhet. BI Forlag.

Kompendiet vil bestå av følgende bøker/kapitler

Conway, S. and O. Jones. 2012. Entrepreneurial networks. In: Carter, S. and D. Jones-Evans, red. : Enterprise and small business : principles, practice and policy. 3rd ed. Pearson. Side: 338-361

Penrose, Edith. 2009. The theory of the growth of the firm. 4th ed. Oxford University Press. Kap II. The firm in theory. Kap. III The productive opportunity of the firm and the 'entrepreneur'. Side 8-38

Wickham, Philip A. 2006. Strategic entrepreneurship.. 4th ed. FT Prentice Hall. Kapittel 11. The nature of business opportunity. Kapittel 12. Resources in the entrepreneurial venture. Side 235-272.

Recommended reading

Course outline

- Creativity and generation of ideas
- Purpose and use of business plans, making a plan
- Organizing a management structure 1: regulations, roles, responsibilities
- Organizing a management structure 2: decision-making and information processes.
- Ownership form, registration, business strategy
- Work on company tasks according to plan and responsibility
- Pitching – content and presentation
- Exit and close

Computer-based tools

No special data tools

Learning process and workload

The course is based on seminars and classroom lectures. Active participation is expected. The students must participate in a business start-up, either through a Student company-format of Ungt Entreprenørskap, UE, (Junior Achievement - Young Enterprise Norway) or a company in which the student has active ownership. The students must give two curriculum and company-related presentations (pitches) during the semester. There will be a possibility to qualify for participation in the national student enterprise arranged by UE.

The evaluation form of the course is through an individual electronic portfolio, which shows progress and reflection throughout the semester. The portfolio must consist of the following submissions:

- a draft for a business plan
- essay on business creation / learning of their business establishment (5-8 pages)
- written confirmation from the establishment of student company, or self-established business
- written confirmation of termination, or continuation on its own.

In addition to the folder evaluated student oral presentations / pitch.

Recommended use of hours:

Activities	Use of hours
Lectures and seminars	30
Work on course literature	36
Written assignments	36
It's Learning exercises and quizzes	6
Work on own enterprise	92
Total recommended use of hours	200

Use of hours

	Classroom	Local forms
Lectures	24	
It's Learning		3
Enterprise-related seminars	18	

Examination

Final grade for the course is determined on the basis of a process in which the following items are included:

Part 1 - Folder, accounts for 70% of the grade

The portfolio is built up electronically during the semester. For the specification of content in the folder, see the section Learning process and workload. Accurate timing of portfolio assignments will be announced at course start. The works in the electronic folder on It's Learning must be printed in 3 copies and handed in for assessment of each student.

Part 2 - Oral presentations (2), accounts for 30% of the grade.

Both parts must be passed to achieve the final grade.

Examination code(s)

ELE 37331 - Process evaluation - counts for 100% of the final grade in the course ELE 3733 Organizing new ventures, 7.5 ECTS

Examination support materials

All support materials are allowed.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary. <http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

A re-sit exam is held in connection with the next ordinary examination in the course. For a re-sit exam, all components of the exam have to be taken in their entirety.

Additional information