



APPLIES TO ACADEMIC YEAR 2013/2014

ENT 3501 Organizing new ventures

Programme

Bachelor of Entrepreneurship and Business (2. year)

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

In this course we will study 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 chosen, wind up, their own companies during the course, either in the form of 'student companies' or regular companies.

Learning outcome

- 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
- e-business

- ability to operationalize a business plan
- experience with collaboration to reach a company's goals
- design, manage and reflect on the process of organizing a company

Acquired Knowledge

During the course, the student should acquire general knowledge about:
resource based entrepreneurship theory

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.

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

Prerequisites

ENT3400 Introduction to Entrepreneurship or equivalent experience with development of a business plan

Compulsory reading

Books:

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

Penrose, Edith. 2009. The theory of the growth of the firm. 4th ed. Oxford University Press. Kap.II og III (ca. 30 sider)

Articles:

Conway, S. and O. Jones. 2012. Networking and the small business. I: Carter, S. and Dylan Jones-Evans (eds.), Enterprise and small business : principles, practice and policy. 3rd ed. Pearson. Side 338-361

Wickham, Philip A.. 2006. Strategic entrepreneurship. 4th ed. FT Prentice Hall. Kap. 12. Resources in the entrepreneurial venture. Kap. 13 The entrepreneurial venture and the entrepreneurial organisation. side 255-292 (repetisjon fra 1.år)

Recommended reading

Books:

Wickham, Philip A.. 2006. Strategic entrepreneurship. 4th ed. FT Prentice Hall. Kap. 10. The entrepreneurial process. Kap. 11 The nature of business opportunity. Side. 219-254 (repetisjon fra 1. år)

Course outline

- Planning and modelling a new firm, the entrepreneur's r
- Purpose and use of business plans
- Organizing a management structure 1: regulations, roles, responsibilities
- Organizing a management structure 2: decision-making and information processes.
- Ownership form, registration, business strategy
- Product/servicedesign, protection
- Marketing, sales and distribution
- Financing, bootstrapping
- Buildings, machinery, equipment
- E-business
- Networks and alliances
- Exit og avvikling

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course is based on classroom lectures and active participation is expected. The students shall 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 shall give 1 curriculum-relevant presentation drawing on enterprise-related issues during the semester. All enterprises are invited to participate in the regional student enterprise competition. The UE-student enterprises have the opportunity to qualify for the national competition.

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

The electronic folder will consist of the following submissions:

- issue notes linked to a challenge by the company (5 pages)
- essay related to the curriculum (5 pages)
- essay with a reflection on the learning of their own business creation (3-5 pages)
- written confirmation from the establishment of student company, or self-employment
- written confirmation of termination, or continuation without supervision

In addition to the portfolio, students are evaluated on oral presentations / pitch.

Recommended use of hours:

Activities	Use of hours
Lectures	24
Work with course literature	36
Written assignments	40
It's Learning exercises and quizzes	12
Work with own enterprise	96
Total recommended use of hours	200

Use of hours

	Classroom	Local forms
Lectures	24	
Administrate learning process 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)

ENT 35011 - Process evaluation. Accounts for 100% of the final grade in the course ENT 3501 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 offered at next scheduled course.. For a re-sit exam, all components of the exam have to be taken in their entirety.

Additional information