



APPLIES TO ACADEMIC YEAR 2014/2015

## **BIN 2801 Understanding Business Fundamentals and Business Development**

### **Programme**

Single courses

### **Responsible for the course**

Frode Solberg

### **Department**

Department of Innovation and Economic Organisation

### **Term**

According to study plan

### **ECTS Credits**

15

### **Language of instruction**

Norwegian

### **Introduction**

The course was developed for businesses in the municipalities of Rindal, Halså and Surnadal and is a development programme for managers and middle managers in small and medium-sized businesses (SMB). The region wishes to stimulate growth and development of local business and therefore needs managers with knowledge of business development and a good understanding of the conditions for the existence and growth of SMBs. The aim of the programme is to provide a platform of fundamental expertise which will contribute to the development of managers in local business who will stimulate change and growth in existing firms, as well as understand the significance and challenges of creating new firms.

### **Learning outcome**

The overall learning outcome is the establishment of the foundations of a process which will contribute to the long-term development of course participants, their companies and employers.

#### **Knowledge:**

- Participants are to understand the most significant conditions in the fields of marketing, financial management and HRM.
- Participants are to understand how the fundamental knowledge of each individual allows participation in the operational as well as overall decision-making processes of a business.
- Participants are to understand the importance of leadership in business development

#### **Skills:**

- Participants are to gain insight into how one can participate actively in work on a firm's strategy development and processes, including being able to make an active contribution towards innovations processes and product development.
- Participants are to gain insight into developing necessary methods to act as leaders

#### **Attitudes:**

- The programme is to promote the respect of participants for the complexity involved in business development and management.
- The programme is to promote respect for the importance of different competence
- The programme is to promote the respect of participants for the importance of developing competence

### **Prerequisites**

None.

### **Compulsory reading**

#### **Books:**

Andreassen, Tor Wallin. 2006. Serviceledelse : planlegging og styring av sannhetens øyeblikk. 5. utg. Gyldendal akademisk

Berg, Morten Emil. 2008. Ledelse : verktøy og virkemidler. 3. utg. Universitetsforlaget

Haaland, Frode Hübertz og Frode Dale. 2005. På randen av ledelse : en veiviser i førstegangsledelse. Gyldendal akademisk

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

Kotler, Philip. 2005. Markedsføringsledelse. 3. utg. Gyldendal akademisk. Kap. 1,2,4,6,7,8,9,13,15,16,18

Roos, Göran ...[et al.]. 2014. Strategi : en innføring. 6. utg. Fagbokforlaget

Standal, Elbjørg Gui og Arild I. Søland. 2009. Håndbok i økonomi for styremedlemmer. 2. utg. Universitetsforlaget

**Articles:**

Pensumstoffet suppleres med aktuelle artikler, basert på forskning og undersøkelser.. T - Pensumstoffet suppleres med aktuelle artikler, basert på forskning og undersøkelser.

**Recommended reading****Books:**

Hovland, Nils Per. 2012. Entreprenørskap og innovasjonsledelse. 2. utg. Cappelen Damm akademisk  
Jacobsen, Dag Ingvar og Jan Thorsvik. 2013. Hvordan organisasjoner fungerer. 4. utg. Fagbokforlaget  
Levorsen, Stein O. 2010. Styrearbeid i praksis : innføring i styrets hovedoppgaver og arbeidsform med eksempler og bedriftshistorier. 7. utg. Universitetsforlaget. 92 s  
Meyer, Siri. 2007. Det innovative mennesket. Fagbokforlaget. 128 s  
Spilling, Olav R., red. 2006. Entreprenørskap på norsk. 2. utg. Fagbokforlaget. 266 s

**Course outline**

Business Development  
Management  
Strategy, innovation and development  
Marketing  
Practical accounting and financial management  
HR and personnel management  
Managing change and growth

**Computer-based tools**

Participants must be able to master word processing, spreadsheets and presentation programmes.

**Learning process and workload**

The programme runs over 10 whole days, totalling 80 hours. Tuition will consist of five 2-day seminars combining lectures and group work. A total of 4 hours supervision will be given to each group in the time periods between seminars.

|                               |           |
|-------------------------------|-----------|
| Participation in the lectures | 80 hours  |
| Preparation for lectures      | 160 hours |
| Term paper                    | 80 hours  |
| Written tasks                 | 30 hours  |
| Individual work/group work    | 50 hours  |

**Examination**

Students will be evaluated as follows: a 72 hour individual home examination half way through the course and an assignment at the end of the course which is written in groups of up to 3 persons. Both sections of the evaluation must be completed and passed for a course certificate to be used.

**Examination code(s)**

BIN 28011 - Individual home exam, counting 40% towards a pass grade in BIN 2801 (15 ECTS credits).  
BIN 28012 – Specialist Assignment, counting 60% towards a pass grade in BIN 2801 (15 ECTS credits).

**Examination support materials**

All

**Re-sit examination**

Makeup examinations take place in conjunction with the next scheduled course.

**Additional information**