



APPLIES TO ACADEMIC YEAR 2014/2015

## BST 9742 Small Business Development

### Programme

Bachelor of Business Administration (3. year), Bachelor of Marketing Management (3. year), Elective

### 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

This course, together with BTH 9743 Bachelor's Thesis – Small Business Development, 15 ECTS, makes up a specialisation of 30 ECTS, which is included in the students' final diploma. The course applies to students enrolled on the Bachelor's Programme in Marketing or the Bachelor's Programme in Business Administration. Other students may choose this course as an elective in their 3<sup>rd</sup> year.

The course aims at qualifying students for management of small and medium-sized enterprises – SMEs – as well as for consultancy work for SMEs. This entails that the specialisation has ties to the business community and practical entrepreneurship. Cases and discussions are used to enable students to find work methods for contributing optimally to their own and other students' learning. Hence the students become responsible for the learning processes, together with the organizers of the processes.

### Learning outcome

- Acquired basic knowledge of entrepreneurship
- Acquired knowledge of decision-making support systems for SMEs

### Acquired knowledge

After completed course students shall have:

- Learned management of SMEs in various phases, from start-up to winding-up of companies.
- Know about critical success factors for a SME

#### **Acquired skills**

After completed course students shall be able to:

- Prepare a business plan with focus on how to develop SMEs.
- Analyse management needs for companies in various phases.
- Prepare plans with budgets and economic consequence analyses.

#### **Reflection**

- The students should develop respect for the complexity of enterprises.
- The students should be able to practice solution-oriented behaviour with ethical reflection.

#### **Prerequisites**

2 years of bachelor studies in business administration, marketing or similar, including as a minimum a basic course of statistics from the 1st year of the bachelor's programme – MET 3431 Statistics or MET 2920 Statistics.

#### **Compulsory reading**

##### **Books:**

Berg, Morten Emil. 2008. Ledelse : verktøy og virkemidler. 3. utg. Universitetsforlaget  
 Havnes, Per-Anders. 2009. Veien videre : strategisk utvikling av små bedrifter. Høyskoleforlaget  
 Hernes, Tor og Anne Louise Koefoed, red. 2007. Innovasjonsprosesser : om innovasjonens odysseé. Fagbokforlaget  
 Levorsen, Stein O. 2010. Styrearbeid i praksis : innføring i styrets hovedoppgaver og arbeidsform med eksempler og bedriftshistorier. 7. utg. Universitetsforlaget  
 Wickham, Philip A. 2006. Strategic entrepreneurship. 4th ed. FT Prentice Hall. Ny utg utsatt, ventet 2020

#### **Recommended reading**

##### **Books:**

Haugland, Sven A. 2004. Samarbeid, allianser og nettverk. 2. utg. Universitetsforlaget  
 Karlsen, Jan Erik og Erik F. Øverland. 2010. Carpe futurum : kunsten å forberede seg på fremtiden. Cappelen akademisk  
 Rolfsen, Monica, red. 2000. Trendenes tyranni : produksjon og arbeid i et nytt århundre. Fagbokforlaget

#### **Course outline**

##### **Business concept and start-up**

- External conditions for business in Norway
- Innovation and entrepreneurship
- Development of business ideas
- The business plan process
- Start-up phase – critical success factors for survival
- Management challenges in the start-up phase

##### **Growth and internationalization**

- Professionalizing control systems
- Building management and information systems
- Budgetting and economic analysis
- Management and control in a growth phase
- Collaboration, alliances and networks
- Internationalisation as a driving force

##### **Effective operations and innovation**

- The learning organization
- Quality management
- Customers and market
- Funding and financial management
- Innovative processes
- Management of development processes

##### **Change, readjustment and winding-up processes**

- Failure in operations
- Change strategies
- Methods and tools for change and readjustment
- Acquisitions and valuations
- Winding-up of enterprises

- Change management

### Computer-based tools

Students must employ PCs with Internet access. There are no particular requirements as regards IT competence but students must be familiar with using the Internet, database searches and using computer-based tools to analyse, structure and present information. Active use of BI's Internet-based learning platform It's Learning.

### Learning process and workload

In the course of the semester two assignments will be given via the learning platform It's Learning.

One assignment is to be done individually; the other can be done in groups of up to three students. Feedback on the assignments will be given after they have been presented in class. This is compulsory.

Activity	Tidsbruk
Participation in teaching sessions	90
Preparations for lectures/reading literature	120
Writing term paper	80
Solving assignments	30
Self-tuition and study groups	60
Final term paper	20
<b>Total recommended workload</b>	<b>400</b>

### Use of hours

#### Examination

The course ends with submission of a term paper which is to be handed in at the end of the autumn semester. The term paper can be written individually or in groups of up to three students. The topic of the term paper is preparation of a plan for developing SMEs with focus on critical successfactors and risk.

#### Examination code(s)

BST 97421 Term paper, counts for 100% to obtain final grade in BST 9472 Small Business Development, 15 credits.

#### Examination support materials

All support materials are allowed.

#### Re-sit examination

A re-sit is held in connection with the next scheduled exam in the course.

#### Additional information