



APPLIES TO ACADEMIC YEAR 2014/2015

ENT 3501 Organizing new ventures

Programme

Bachelor of Entrepreneurship and Business (2. year)

Responsible for the course

Tor Haugnes

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

Knowledge

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

- resource based entrepreneurship theory
- the steps from business idea to operations
- the control systems and operative functions of a company
- the connections between forms of ownership, product, market and financing, with special emphasis on requirements and conditions in Norway
- resource-based networking

Skills

- 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
Acquired
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:

Read, Stuart ... [et al.]. 2011. Effectual entrepreneurship. Routledge

Articles:

Baker, T. og Nelson. R.. 2005. "Creating something from nothing: Resource construction through entrepreneurial bricolage". Administrative Science Quarterly. 50/3. 329-366

Collection of articles:

Conway, S. og Jones, O.. 2012. "Entrepreneurial networks and the small business", i Carter, S. og Jones-Evans, D. (redaktører): Enterprise and small business. Principles, practice and policy. 3. Pearson. 338-360
Penrose, E.. 1995. The theory of the growth of the firm. Oxford University Press. "Kap II. The firm in theory", s 9-30, og "Kap III The productive opportunity of the firm and the "entrepreneur"", s.31-42.
Schumpeter, J.A.. 2000. "Entrepreneurship as innovation", i Swedberg, R. (red.) Entrepreneurship: The social science view. Oxford management readers. 51-75
Venkataram, S. Sarasvathy, S. Dew, N., Forster, W.. 2012. Reflections of the 2010 AMR Decade award: Whither the promise? Moving forward with entrepreneurship as a science of the artificial. Academy of management review. 37:1. 21-33

Recommended reading

Course outline

- The business idea and the entrepreneur's resource base
- Entrepreneurship theory
- Choice of company form, registration
- Organizing and administering
- Networks and alliances
- Product/services
- Marketing, sales and distribution
- Financing, budgeting and bootstrapping
- Business plans and pitching
- Exit or further growth?

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, and a pitch. 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. Submissions must be done individually, except essay related to curriculum and business plan which may be solved in groups.

The portfolio shall consist of:

- issue notes linked to a challenge by the company (3 pages)
- essay related to the curriculum (5 pages)
- essay with a reflection on the learning of their own business creation (2 pages)
- business plan
- 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 in:

- 1 oral presentation of the curriculum with examples from their own business. (Individually).
- 1 oral presentation / pitch. (Can be done individually or in groups of up to 5 students).

ded use of hours:

Activities	Use of hours
Lectures	36
Work with course literature/Written assignments	82
Work with own enterprise	82
Total recommended use of hours	200

Use of hours

36 hours - Lectures/guidance
9 hours - Local processes
45 hours total

Please Note! In the evaluation the folder is assessed by both by internal and external examiners. The oral presentations are however assessed in the lectures and graded only by the lecturer / course coordinator, which

ultimately determines the final grade in the processevaluation.

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.

Examination support materials at written examinations are explained under examination information in the student portal @BI. Please note use of calculator and dictionary. https://at.bi.no/EN/Pages/Exa_Hjelpemidler-til-eksamen.aspx

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