



GRA 3136 New Venture Creation

Studium

Master i innovasjon og entrepenørskap, Master i økonomi og ledelse - Siviløkonom, Specialization Course

Kursansvarlig

Thomas Hoholm

Institutt

Institutt for innovasjon og økonomisk organisering

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

Kursbeskrivelsen er bare tilgjengelig på engelsk.

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Casson, Mark ... [et al.]. 2006. The Oxford handbook of entrepreneurship. Oxford University Press. Utvalgte kapitler

Evers, Natasha, James Cunningham & Thomas Hoholm. 2014. Technology entrepreneurship : bringing innovation to the marketplace. Palgrave Macmillan

Annet:

A list of compulsory readings will be provided on It's learning or in class.

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Teaching materials including three HBS cases and a selection of scientific articles. A copied compendium will be available at cost price at the start of the semester

Anbefalt litteratur

Bøker:

Anupindi, Ravi ... [et al.]. 2012. Managing business process flows : principles of operations management. 3rd ed. Pearson Education

Osterwalder, Alexander and Yves Pigneur. 2010. Business model generation : a handbook for visionaries, game changers, and challengers. Wiley

Ries, Eric. 2011. The lean startup : how today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Business

Wilmerding, Alex. 2001. Term sheets & valuations : a line by line look at the intricacies of term sheets & valuations. Aspatore Books. Readings from this book will be included in a compendium

Artikler:

Bhide, Amar. 1994. How entrepreneurs craft strategies that work. Harvard business review. pp. 150 ff.

Bhide, Amar. 1996. The questions every entrepreneur must answer. Harvard business review

Govindarajan, Vijay, Chris Trimble. 2005. Building breakthrough businesses within established organizations. Harvard Business Review. 59 ff.

Sahlman, William A. 1996. Some thoughts on business plans: Internet wicked ale. Harvard Business Review

Annet:

Kaplan, Steven, Berk A. Sensoy, Per Strömberg. 2005. What are firms? Evolution from early business plans to public companies. No. 11581. Centre for Economic Policy Research. NBER Working Paper No. 11581

Emneoversikt**Dataverktøy****Læreprosess og tidsbruk****Eksamen****Eksamenskode(r)****Hjelpemidler til eksamen****Kontinuasjon****Tilleggsinformasjon**