



**APPLIES TO ACADEMIC YEAR 2015/2016**

## **ENT 3503 Growth strategy for start-ups**

### **Programme**

Bachelor of Entrepreneurship and Business (2. year)

### **Responsible for the course**

Thomas Hoholm

### **Department**

Department of Innovation and Economic Organisation

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

Norwegian

### **Introduction**

In this course, the student will learn about strategies for growth, and their consequences, both in start-ups and related to innovation in established companies. The student will be exposed to various challenges that tend to arise when a company is growing, and what happens to the company and the people that are involved. Finally, the students will also learn about growth-based crises, and how these may be handled.

### **Learning outcome**

#### **Acquired Knowledge**

The students will achieve a better understanding of internal and external preconditions for growth. The students are to learn about different growth strategies for new ventures, as well models for innovation and intrapreneurship in established firms. The student should understand financial challenges during growth, and organizational challenges during growth and growth-based crises.

#### **Acquired Skills**

The students are

supposed to learn how to analyze internal and external preconditions for growth and innovation, and develop strategies for growth and innovation in new and established firms. Furthermore, the students should learn to recognize and take action to deal with crises.

#### **Reflection**

During the course the student should develop capacity for critical reflection on the relationships between economic growth, society and the environment and, moreover, reflect on the ethical consequences of companies' growth and growth-based crises.

#### **Prerequisites**

Participation in the course requires having completed the courses ENT3400 Introduction to Entrepreneurship and ENTxxx Organizing New Ventures, or similar.

#### **Compulsory reading**

##### **Collection of articles:**

Hoholm, Thomas. 2010. Artikkelsamling - ENT 3503 Vekst, kriser og omstilling. Handelshøyskolen BI

#### **Recommended reading**

##### **Course outline**

- External and internal preconditions for growth
- Growth strategies
- Intrapreneurship and innovation
- Learning organizations
- Business models
- IPR strategy
- Financing growth
- Organizing for growth
- Networking and strategic alliances
- Cash flow challenges during growth and growth-based crises
- Crises and change

##### **Computer-based tools**

It's Learning, Microsoft Office

#### **Learning process and workload**

The course will use a combination of lectures, guest lectures and student presentations. During the course the students will research a practical/empirical question and analyze this by using models and theories from the curriculum. In addition, there will be compulsory student activities in and between the lectures, such as peer-review and participation in web-based discussions.

As a means to promote motivation and learning the lessons will be based on electronic portfolios, presentations, participation in class, assessment of fellow students (peer review) and the use of social media that are set up for the course. (Twitter, blog, Diigo, etc., may change from year to year). The exact date and exam for submissions / publications will be available at the course.

Exact time and topics for assignments will be published at the beginning of the course.

Recommended work process and use of time:

Activities	Use of hours
Lectures	36
Preparation activities	80
Student presentations and other student activities	24
Assignment (project)	60
<b>Total recommended use of hours</b>	<b>200</b>

### Use of hours

36 hours - Lectures  
 6 hours - Supervision on assignments  
 3 hours - Co-ordination of the course  
 45 hours total

### Examination

Grade in the course is based on portfolio assessment. A portfolio is a systematic collection of student work showing effort, process, progress and reflection.

The works in the electronic folder on It's Learning, must be printed and submitted for grading, and shall consist of the following elements:

- Reflection Notes linked to the learning process, and shall include peer review, presentation and use of social media.
- Project. Students will individually or in groups of up to 3 students provide a theoretical task on a specified theme. The theme will be announced at course start.

### Examination code(s)

ENT 35031 – Portfolio evaluation. Accounts for 100% of the final grade in the course ENT 3503 Growth strategy for start-ups, 7.5 ECTS

### Examination support materials

All support materials are allowed

### Re-sit examination

A re-sit examination is held in connection with the next ordinary completion of the course. For a re-sit examination, all components of the examination have to be retaken..

### Additional information

