



APPLIES TO ACADEMIC YEAR 2015/2016

## ENT 3673 Entrepreneurial management

### Programme

Bachelor of Entrepreneurship and Business (3. year)

### Responsible for the course

Nils-Otto Ørjasæter, Thomas Hoholm

### Department

Department of Innovation and Economic Organisation

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

This final course focuses on developing and managing businesses in the start-up phase. Particular attention will be paid to management challenges in the different developmental phases of a start-up business. There will be frequent discussions and visits by experienced entrepreneurs and other experts. Students on the course will also evaluate themselves as entrepreneurs and discuss whether they believe they will run a business in all phases of development or whether they will change roles en route.

### Learning outcome

#### Acquired Knowledge

Throughout the course students should:

- Develop knowledge of management processes and management challenges of start-up enterprises.
- Learn about the board's role and work
- Acquire knowledge of what impedes or promotes scaling and super growth

#### Acquired Skills

After completing the course, students will:

- Be able to develop action plans for SMEs
- Be able to perform structured interviews with entrepreneurs
- Be able to present the results of interviews and analysis

#### Reflection

Students will develop an understanding of the establishment and growth involves intensive work processes, and thereby show respect for the contractor's situation. They will also be able to reflect on challenges related to the management perspective in the different phases in an entrepreneurial business.

### Prerequisites

The course is based on knowledge students are expected to have attained in the previous semesters.

### Compulsory reading

#### Books:

Huse, Morten. 2011. Styret : tante, barbar eller klan?. 4.utg.. Fagbokforlaget  
Wickham, Philip A. 2006. Strategic entrepreneurship. 4th ed. FT Prentice Hall. Utvalgte kap

#### Collection of articles:

Ørjasæther, N.O. og Hoholm, T. (red). 2015. Ledelse og styrearbeid i SMB. Publiseres på itslearning ved kursstart.

### Recommended reading

#### Course outline

- The entrepreneur's motivation and vision
- The business idea, business model and business strategy
- Boosting a business and consolidating a business idea
- Leadership in start-ups

- Managing uncertainty and risk
- Corporate social responsibility and social entrepreneurship
- Intrapreneurship
- IP strategy
- Recruitment and appointment of staff
- Setting up a board, board composition
- The work of a board
- Ownership, financing and influence
- Risk capital

### Computer-based tools

Students are expected to have access to a PC and be able to use standard software, as well as BI's own information systems (e.g. Blackboard).

### Learning process and workload

The course consists of 36 hours of lectures, group discussions and business studies. Meetings with entrepreneurs, group work, presentations and discussions will all ensure a high level of interactivity.

Recommended workload in hours

Activity	Hours
Participation at lectures	36
Work with the syllabus and preparations for lectures	80
Work on mandatory exercises	29
Selfstudy and group sessions	25
Preparation for the exam	30
<b>Total recommended use of time</b>	<b>200</b>

### Coursework requirements

Students must solve two assignments tasks throughout the semester. The first assignment is individual and is related to the curriculum review and board simulation. The second is a group project where groups of up to three students shall interview an entrepreneur and write a report of the interview. The assignments are given and distributed at the beginning of the semester, and students must present their results in plenary. Feedback will be given after the presentation. The assignments are presented using Power Point and the slides in addition with notes shall be posted on It's Learning. Scope: 10 - 15 slides. Both assignments and presentations must be conducted in order to attend oral exam.

### Use of hours

### Coursework requirements

Two assignments and belonging presentations must be conducted and approved in order to attend the final oral exam. "See Learning process and workload.

### Examination

Course grades are based on process evaluation with particular emphasis on the students' electronic portfolio and participation in class. The course concludes with an individual oral examination (max. 30 minutes). This final oral examination will use the semester publications (elements of the business plan etc.) as a starting point and candidates will be asked questions to test their understanding of the subject.

### Examination code(s)

ENT 36731 Oral exam, counts 100% to obtain final grade in ENT 3673 Entrepreneurial management, 7,5 credits.

### Examination support materials

No support materials allowed.

### Re-sit examination

Re-sit examination are held at the time of the next scheduled course. By a re-sit examination all evaluation elements must be be retaken.

### Additional information