



APPLIES TO ACADEMIC YEAR 2015/2016

MBA 2385 Entrepreneurship in Silicon Valley and Beyond

Programme

Master of Business Administration - China

Responsible for the course

Benedicte Brøgger

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

10

Language of instruction

English

Introduction

This unique course provides participants with a framework for identifying, developing and executing the information-intensive strategies that will enable them to compete and win in smart markets. While most firms recognise that they are now competing in an information economy, few have developed a systematic strategic framework to leverage their information assets into sustainable advantage.

Learning outcome

At the end of the Entrepreneurship session, participants will understand how Silicon Valley functions; how VS firms are organized and partners compensated; set deal flow, deal terms and valuation. Understand the IPO process and value creation; how to manage distributions and fund liquidations

Prerequisites

EMBA general prerequisites

Compulsory reading

Collection of articles:

Collection of cases and articles

Recommended reading

Course outline

This is a 10-days programme comprising the following courses:

Customer-Centric Growth Strategies:

Smart markets are environments characterised by rapid turnovers in the stock of knowledge or level of information associated with a firm's products, customers and competitors. In such markets, traditional business strategies -- developed for older "dumb" or information-poor markets -- are rapidly becoming obsolete. Among the most important business phenomena in recent years are the emergence of a set of information-intensive strategies, which is the key to sustainable advantage in the smart markets that increasingly characterise the world faced by most organisations.

Innovation & Entrepreneurship

Innovation is the engine that drives revenue and profit growth in most organizations. In this segment, we will explore different models of innovation management from those used by large design firms in Silicon Valley to the ones employed by large industrial firms in other parts of the world. Using cases, videos and in-class exercises, we'll examine the context in which innovation takes place, the ways in which customers can be embedded in the design process, and the systems, tools and techniques used to successfully manage innovation.

Company visits

Computer-based tools

None

Learning process and workload

Examination

50% Class presentations
50% group assignment.

Examination code(s)

MBA 23851 - Process evaluation; accounts for 100 % to pass the program MBA 2385, 10 ECTS credits

Examination support materials**Re-sit examination**

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.

Additional information