



GJELDER FOR STUDIEÅRET 2015/2016

MBA 2417 Intra/Entrepreneurship and New Wealth Creation

Studium

Master of Business Administration - China

Kursansvarlig

Benedicte Brøgger, Tomas Casas (University of St. Gallen)

Institutt

Institutt for innovasjon og økonomisk organisering

Semester

Se studieplan for aktuelt studium

Studiepoeng

4

Undervisningsspråk

Engelsk

Innledning

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Osterwalder, Pigneur. Business Model Generation: Preview. Self-published. Preview available at:
http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf

Artikler:

Eisenhardt, Kathleen M., Jean L. Kahwajy, and L.J. Bourgeois II. July-August 1997 pp, 77-85. How Management Teams Can Have A Good Fight. Harvard Business Review
Katzenbach, Jon R. The Myth of the Top Management Team. November-December 1997, pp 83-91.. The Myth of the Top Management Team. Harvard Business Review
Mullins, John. July-August 2013. Use Customer Cash to Finance Your Start-Up. Harvard Business Review. pp 19-21

Annet:

Business Model Kit; will be provided in class and available at www.boardofinnovation.com
Casas, Tomas. 2014. Open for Business in Russia: Payments with Nikolay Zhmurenko's 2can. Case Study Series, University of St. Gallen
Gassmann, Oliver and Karolin Frankenberger, Michaela Csik. The St. Gallen Business Model Navigator. Working Paper. University of St. Gallen
Pepper Hamilton LLP. Do's and Don't for Business Pitches. www.pepperlaw.com
Phil Rosenzweig and Tomas Casas. Yang Mama's Thousand Enterprises Ltd And New Venture Management In China. IMD Case Study, ref: IMD-3-2412
Shamiyeh, Michael. 2012. Essay and Details of 12 Innovation Principles. More available at www.porsche-prinzip-innovation.com and at movie PORSCHE PRINZIP INNOVATION.
There will also be assigned cases, to be prepared. All students have to prepare to discuss all cases. In addition, groups of students will be assigned to analyze and prepare a presentation of one case.

Anbefalt litteratur

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon