



APPLIES TO ACADEMIC YEAR 2016/2017

ELE 3733 Starting a venture

Programme

Elective

Responsible for the course

Tor Haugnes

Department

Department of Strategy

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The course covers how to start up a new business in practice. Students receive training in developing ideas, commercialization and setting up a business. The students will during the course initiate, operate and eventually close down their business, either as "Student" or as an ordinary company. The course follows the framework of Young Entrepreneurs and it is expected high participation in lectures and working outward. It's earnings requirements for student companies is undertaken in consultation with the class.

Learning outcome

Acquired Knowledge

During the course, the student should acquire general knowledge about:

- From a business idea to registration, start up and ordinary business operation
- A company's operative functions and control systems
- Challenges related to start up, resources and time
- Possibilities and challenges regarding marketing and sales to corporate and retail markets
- Use of networking in practise

Acquired Skills

- Ability to operate/implement a business plan
- Experience with collaboration to reach a company's goals
- Design, manage and reflect on the process of organizing a company
- Reflect on achievements (sales requirements)

Reflection

The student shall through participation achieve experience with real choices related to idea, commercialization, registration and operation of a business. And capacity for critical reflection on ethical and economic consequences related to how the process from idea to operation is functioning.

Prerequisites

Knowledge of business plans is an advantage, but is not required

Compulsory reading

Books:

Read, Stuart ... [et al.]. 2017. Effectual entrepreneurship. 2nd ed. Routledge

Recommended reading

Books:

Osterwalder, Alexander and Yves Pigneur. 2010. Business model generation : a handbook for visionaries, game changers, and challengers. Wiley. bok og app. Mer informasjon: www.businessmodelgeneration.com

Course outline

- The idea of the start-up and the entrepreneur's resource base
- Entrepreneurship theory
- Company organization and governance

- Networks and alliances
- Product/services
- Marketing, sales and distribution
- Finance and budget
- Business plan and pitching
- Exit or further growth?

Computer-based tools

No special data tools

Learning process and workload

The course is based on classroom lectures. Active class participation and sharing is expected. Attendance will be registered in each class. The students must participate in a business start-up, either through a Student company-format of Ungt Entreprenørskap, UE, (Junior Achievement - Young Enterprise Norway) or a company in which the student has active ownership.

The students shall in groups present the business ideas and exercise presentation techniques and sales in class. It is recommended participation in the national student enterprise on county level qualifying for the national competition arranged by UE.

The evaluation form of the course is through an individual electronic portfolio, which is part of the evaluation, except for the business plan and a theory assignment to be done in the business group.

The portfolio will consist of the following submissions:

- Business plan (12 pages)
- Essay, theory and discussion (3 pages)
- Documentation on achievements or interview and reflection (2 pages)
- Essay on reflection on learning of own business (2 pages)
- Written confirmation from the establishment of student company, or self-established business
- Written confirmation of termination, or continuation on its own.

In addition to the portfolio students will be evaluated on oral presentation(pitcher)/exam (individually or in groups of max 5 students) about one week after submission of the portfolio.

Recommended use of hours:

Activities	Use of hours
Lectures and seminars	36
Work on course literature/written assignments	82
Work on own enterprise	82
Total recommended use of hours	200

Use of hours

36 hours - Lectures/guidance

9 hours - Feedback during the course, course administration, 45 hours total

Please Note! In the evaluation the folder is assessed by both by internal and external examiners. The oral presentations are however assessed in the lectures and graded only by the lecturer / course coordinator, which ultimately determines the final grade in the process evaluation.

Examination

Final grade for the course is determined on the basis of a process in which the following items are included:

Part 1 - Folder, accounts for 70% of the grade

The portfolio is built up electronically during the semester. For the specification of content in the folder, see the section Learning process and workload. Accurate timing of portfolio assignments will be announced at course start. The works in the electronic folder on It's Learning must be printed in 3 copies and handed in for assessment of each student.

Part 2 - Oral presentation and participation in class accounts for 30% of the grade.

Both parts must be passed to achieve the final grade.

Examination code(s)

ELE 37331 - Process evaluation, counts for 100% of the final grade in the course ELE 3733 Starting a new venture 7.5 ECTS

Examination support materials

All support materials are allowed.

Examination support materials at written examinations are explained under examination information in the student portal @BI. Please note use of calculator and dictionary. https://at.bi.no/EN/Pages/Exa_Hjelpemidler-til-eksamen.aspx

Re-sit examination

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

Additional information