



APPLIES TO ACADEMIC YEAR 2016/2017

ENT 3400 Introduction to entrepreneurship

Programme

Bachelor of Entrepreneurship and Business (1. year)

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 will give the students an overview of the field of entrepreneurship and the role of entrepreneurial ventures in society. In addition to lectures, the students will meet entrepreneurs and other players with a role in entrepreneurial processes, and make reports and presentations of this. The business plan and the 'opportunity business model' will be introduced as tools for business development.

The course will go more in-depth on developing business ideas, with focus on conceptualization and commercialization. How business ideas and opportunities are found and developed into a company. A central topic in this course is commercialization, with a focus on how business ideas are conceptualized and transformed to demanded products. Design and ethics are included as elements in product development. Lastly, sales, organization of sales, and the problem of launching radically new products and participate in shaping new markets will be discussed.

Learning outcome

Acquired knowledge

It is a goal that the student achieve an overview of the field of entrepreneurship in theory and practice. It is a goal that the student will be capable of explaining central topics and concepts in entrepreneurship theory, with particular focus on the role of the entrepreneur, and on development and commercialization of business ideas. Furthermore, the students are supposed to gain knowledge about innovation systems (geographical, industrial, and cultural factors), and the role of the entrepreneur in these. The student will knowledge about central actors in entrepreneurial networks; sources of knowledge, financing, and realization of start-ups.

Acquired skills

It is a goal that the students achieve basic skills in developing and evaluating business ideas and concepts, and in using the business plan and 'the opportunity business model' as tools in entrepreneurial processes.

Reflection

During the course, the students are supposed to develop an understanding of entrepreneurship in society and in the economy; including economic development, welfare, and ethics. Furthermore, the students should develop their own reflection related to ethical sides of developing business ideas.

Prerequisites

No particular prerequisites

Compulsory reading

Books:

Løwe, Suna Nielsen ... [et al.]. 2012. Entrepreneurship in theory and practice : paradoxes in play. Edward Elgar. 227 s

Recommended reading

Books:

Lerdahl, Erik. 2007. Slagkraft : håndbok i idéutvikling. Gyldendal akademisk

Spilling, Olav R., red. 2006. Entreprenørskap på norsk. 2.utg. Fagbokforlaget

Utgård, Odd og Helge Refsum, red. 2007. Fra idé til ny virksomhet : en håndbok for nye vekstselskaper. 2. utg. Universitetsforlaget

Articles:

Jevnaker, Birgit H. 2000. Dynamikk mellom design og innovasjon i bedrifter. Magma. 3 (1). Side 21-39
Kim, W.Chan and R. Mauborgne. 2000. Knowing a Winning Business Idea When You See One. Harvard business review. Sept/Oct

Course outline

- Introduction to entrepreneurship
- Development and evaluation of business ideas
- Introduction to business plans and business models
- Pitching, theoretical and practical
- Resources, networks and management of team
- Commercialization, market adaptation and sales
- Key processes: operations and technologies
- Financing new ventures
- Players in the entrepreneurial process
- Introduction to Entrepreneurship vs Intrapreneurship
- Entrepreneurship and the role of small businesses in society. Economic, social, historical and political perspectives
- Social entrepreneurship
- The entrepreneur: lonely hero or visionary teamwork?

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course is designed with in total 27 hours of lectures. In addition there will be group discussions, field work, and other student activities. The course is designed with a high degree of interactivity, via meetings with companies, group work, presentations, and discussions. By shifting between lectures, discussions, and practical experiences, the students will have a fresh view on the particular aspects and challenges of entrepreneurship.

In the course, electronic portfolios are used as part of the work and assessment. A portfolio is a systematic collection of student assignments, showing effort, learning process, progression, and reflection. Some of these publications will be read and responded to by peer students, and be a central tool to promote motivation and learning.

Exact deadlines for assignments/publications are provided at the start of the course.

Recommended time spent on the various activities in the course:

Activity	Use of hours
Participation in class	27
Preparation for lectures/reading the literature	45
Field work/report (groups)	25
Development of business plan/business model (groups)	50
Other assignments (individual)	25
Individual study and study groups	20
Exam (oral presentation of business plan, and attendance at peer students' presentations)	8
Total recommended use of hours	200

Use of hours**Examination**

Final grade in the course is based on continuous assessment with several subcomponents both digital submissions, individually and in groups as well as an oral presentation of a business idea.

The final grade for the course will be determined on the basis of the following elements:

Digital submissions - 80% of the total grade

1. Groups of students will explore the economic development in a geographical area, by surveys and interviews with entrepreneurs (eg. District in Oslo).
2. Students will, in groups or individually, develop specific business ideas and develop a business plan or business model. The work is to be presented / defended in front of the class and a panel.
3. Students will individually provide a theoretical paper on a specified topic. Topics will be announced at course start.
4. Individual reflection paper about their own learning process related to curriculum and teaching about the entrepreneur's role and capabilities.

Oral evaluation - 20% of the total grade

1. Presentation / defense of the business reference section 2 above.
2. Oral participation in the course (prepared and active participation in presentations, discussions, etc.).

Examination code(s)

ENT 34001 Process evaluation accounts for 100% of the grade in the course ENT 3400 Introduction to Entrepreneurship, 7.5 credits

Examination support materials

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

Re-sit examination

A re-sit examination is offered at the next ordinary completion of the course. At the re-sit exams, all the exam elements have to be covered from scratch. .

Additional information