



APPLIES TO ACADEMIC YEAR 2016/2017

ENT 3501 Starting a venture

Programme

Bachelor of Entrepreneurship and Business (2. 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

This is a practical course where students receive training in developing ideas, commercialization and setting up a business. The students will during the course initiate, conduct and possibly start up their own business, either as "Student Corporation" or as an ordinary company. The course follows the framework of Ungt Entreprenørskap and the expected participation in the hours and work beyond lectures. There are earning requirements for student corp. in consultation with the class.

Learning outcome

Acquired Knowledge

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

- The steps from business idea to registration, start up and operations
- The control systems and operative functions of a company
- Challenges connected to start up, resources and time
- Possibilities and challenges for marketing and sales to the corporate and individual market
- Networking

Acquired Skills

- Ability to operationalize a business plan
- Experience with collaboration to reach a company's goals
- Design, manage and reflect on the process of organizing a company
- Reflect about gaining goals (demand for sales/turnover)

Acquired Reflection

The student should through participation achieve experiences with real choices connected to idea, commercialism, registration and operation of a company. An the capacity for critical reflection on ethical and economic consequences related to the way firms and industries are organized from idea to operation.

Prerequisites

ENT 3400 Introduction to Entrepreneurship or equivalent experience with development of a business plan

Compulsory reading

Books:

Read, Stuart ... [et al.]. 2011. Effectual entrepreneurship. Routledge

Book extract:

Conway, S. og Jones, O. 2012. "Entrepreneurial networks and the small business", i Carter, S. og Jones-Evans, D. (redaktører): Enterprise and small business : principles, practice and policy. 3rd ed. Pearson. 338-360
Penrose, E. 1995. The theory of the growth of the firm. Oxford University Press. "Kap III The productive opportunity of the firm and the "entrepreneur"", s.31-42.
Schumpeter, J.A.. 2000. "Entrepreneurship as innovation", i Swedberg, R. (red.) Entrepreneurship: The social science view. Oxford management readers. s. 51-75

Articles:

Baker, T. og Nelson. R.. 2005. "Creating something from nothing: Resource construction through entrepreneurial bricolage". Administrative Science Quarterly. 50 (3). 329-366

Jonsson, Sara og Jessica Lindberg. 2013. The development of social capital and financing of entrepreneurial firms: from financial bootstrapping to bank funding. *Entrepreneurship Theory & Practice*. July. 661-685
 Powell, E. Erin og Ted Baker. 2014. It's What You Make of It : Founder Identity and Enacting Strategic Responses to Adversity. *Academy of Management Journal*. 57(5). 1406-1433

Recommended reading

Course outline

- The business idea and the entrepreneur's resources
- Entrepreneurship theory
- Choice of business platform, registration
- Company organization and governance
- Networks and alliances
- Product/services
- Marketing, sales and distribution
- Financing and budgeting
- Business plan and pitching
- Exit or future growth

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course is based on classroom lectures and active participation in class is expected. Attendance will be registered.

The students shall 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 give 1 curriculum-relevant presentation of the business idea and a pitch, and exercise in class presentation techniques and sales. All enterprises are invited to participate in the regional student enterprise competition. The UE-student enterprises have the opportunity to qualify for the national competition.

The evaluation form of the course is through digital assignments. Submissions must be done individually, except for the essay related to curriculum and the business plan which may be solved in groups.

The following elements have digital delivery:

- Business plan (12 pages)
- Essay, theoretical assignment and discussion (3 pages)
- Documentation on achieved sales or interview and reflection (2 pages)
- Essay with a reflection on the learning process of own business creation (2 pages)
- Written confirmation that a student company has been established, or confirmation of own company (self employment)
- Written confirmation of termination, or continuation of the company, without supervision

In addition to the above elements, the students are evaluated in the following:

- 1 oral presentation/examination (individual or in groups of max 5 students) about one week after the deadline of the written assignments.

Recommended use of hours:

Activities	Use of hours
Lectures	36
Work with course literature/Written assignments	82
Work with own enterprise	82
Total recommended use of hours	200

Use of hours

36 hours - Lectures/guidance

9 hours - Local processes

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 - Digital papers, accounts for 70% of the grade

Exact deadlines will be published at the beginning of the semester.

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)

ENT 35011 - Process evaluation. Accounts for 100% of the final grade in the course ENT 3501 Starting a 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 offered at next scheduled course. For a re-sit exam, all components of the exam have to be taken in their entirety.

Additional information