



APPLIES TO ACADEMIC YEAR 2016/2017

## **GRA 8218 Innovation and Entrepreneurship (2016/2017)**

### **Programme**

Executive MBA 2016/2017 - Core courses

### **Responsible for the course**

Benedicte Brøgger

### **Department**

Department of Communication and Culture

### **Term**

According to study plan

### **ECTS Credits**

7

### **Language of instruction**

English

### **Introduction**

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.

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

### **Learning outcome**

#### **Knowledge**

The programme gives an understanding of how the Silicon Valley entrepreneurship ecosystem. The programme gives knowledge on new venture creation, models of innovation, new venture finance, customer development, business strategy and business models.

#### **Skills**

The students learn to develop an innovative idea into business plan. They get skills on how to recognize and develop opportunities. The student learn how to build the venture team

#### **Reflection**

The students reflect on the uncertainties by entrepreneurial activities. The students reflect on how an entrepreneurial life is different from a professional life. They get deeper understanding and reflections from the venture capitalist's perspective.

### **Prerequisites**

Granted admission to the EMBA programme.

### **Compulsory reading**

#### **Collection of articles:**

Collection of cases and articles

### **Recommended reading**

#### **Course outline**

**Lectures, seminars and presentations on the following topics:**

- Business models.
- Innovation from inside.
- Entrepreneurship and startups.
- Innovation process.
- Business plan development.

#### **Company visits**

**Computer-based tools**

None

**Learning process and workload**

The course runs of 10 days with a combination of lectures, presentations and company visits. The content is entirely delivered by faculty from UC Berkeley.

1 ECTS credit corresponds to a workload of 26-30 hours.

Attendance to all sessions in the course is compulsory. If you have to miss part(s) of the course you must ask in advance for leave of absence. More than 20% absence in a course will require retaking the entire course. It's the student's own responsibility to obtain any information provided in class that is not included on the course homepage/ It's learning or other course materials

**Examination**

The course evaluation will be based on:

- 30% class participation
- 70% group assignments (oral, written and any other format)

This is a course with continuous assessment (several exam elements) and one final exam code. Each exam element will be graded using points on a scale (e.g. 0-100). The elements will be weighted together according to the information in the course description in order to calculate the final letter grade for the course.

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation.

**Examination code(s)**

GRA 82181 - Continuous assessment ; accounts for 100 % to pass the course GRA 8218, 7 ECTS credits

The course is a part of the Executive Master of Business Administration Program and all evaluations must be passed in order to obtain a certificate.

**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 continuous assessment, the whole course must be re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.

**Additional information**