



APPLIES TO ACADEMIC YEAR 2016/2017

## **MBA 2415 Entrepreneurship in Silicon Valley and Beyond**

### **Programme**

Master of Business Administration - China

### **Responsible for the course**

Benedicte Brøgger

### **Department**

Department of Communication and Culture

### **Term**

According to study plan

### **ECTS Credits**

4

### **Language of instruction**

English

### **Introduction**

This unique course provides participants with a framework for identifying, developing and executing the information-intensive strategies that will enable them to compete and win in smart markets. While most firms recognise that they are now competing in an information economy, few have developed a systematic strategic framework to leverage their information assets into sustainable advantage.

### **Learning outcome**

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.

### **Prerequisites**

Bachelor degree or equivalent, 4 years work experience, managerial experience and good written and oral knowledge of the English language. Please confirm our Student regulations.

### **Compulsory reading**

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

Collection of cases and articles

### **Recommended reading**

#### **Course outline**

This is a 5-days programme comprising the following content:

##### **Innovation & Entrepreneurship**

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. The course will help the student develop their own business canvas to prepare a viable plan for starting their own company. Techniques for improving organizational creativity are demonstrated.

#### **Company visits**

#### **Computer-based tools**

None

### **Learning process and workload**

#### **Examination**

50% Class presentations

50% group assignment.

**Examination code(s)**

MBA 24151 - Process evaluation; accounts for 100 % to pass the program MBA 2415, 4 ECTS credits

The course is a part of a full MBA and examination in all courses in the MBA programme must be passed in order to obtain a certificate for the MBA degree.

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

**Additional information**