APPLIES TO ACADEMIC YEAR 2016/2017

MBA 2417 Intra/Entrepreneurship and New Wealth Creation

Programme
Master of Business Administration - China

Responsible for the course
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Department
Department of Communication and Culture

Term
According to study plan

ECTS Credits
4

Language of instruction
English

Introduction
New businesses and related new wealth are created form scratch (entrepreneurship) as well as within existing organizations (intrapreneruship).
Most existing companies face new value creation possibilities on the basis of existing resources and capabilities. These new business opportunities can be captured by aggressive, innovative and visionary managers and exploited for the benefit of the firm. Going from tested products and well-known business models into novel offerings and innovative monetization possibilities is just as demanding and creative as starting a venture from scratch.
On the other hand, emerging technological possibilities can be captured by new start-up firms, which if successful in the market do generate tremendous returns for their founders as well as benefits to the economy and society at large.
In this module you will learn about both; new ventures and intrapreneurial projects. You will do so from a theoretical and a practical perspective. The practical part will consist of you forming venture teams and either (a) start your own firm or (b) create your own intrapreneurial project within an existing firm, ideally a real project at the firm where you work.

This module is meant to complete the other two modules on entrepreneurship and idea works by offering an organizational approach and novel techniques to exploiting new business ideas in an existing type of business, as well as in a startup setting. This course will in-depth review cases in emerging market contexts, touching upon the interaction between culture, institutions and new value creation opportunity. Lastly, the module will offer a mix of theories on creative destruction, entrepreneurship and 'control for innovation' models with a focus on renewing existing business for growth and new wealth creation in a Chinese environment.

Learning outcome
The main objective of this module is to provide a structured and integrated view on how to create new wealth. The students will learn-by-doing, working on their own entrepreneurial and entrepreneurial team projects. Effective teamwork, as a critical soft skill, will be purposely honed throughout the course engagement.

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
Books:
Osterwalder, Pigneur. Business Model Generation: Preview. Self-published. Preview available at: http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf

Articles:
Eisenhardt, Kathleen M., Jean L, Kahwajy, and LJ. Bourgeois II. July-August 1997 pp, 77-85. How Management Teams Can Have A Good Fight. Harvard Business Review
Katzenbach, Jon R. The Myth of the Top Management Team. November-December 1997, pp 83-91.. The Myth of the Top Management Team. Harvard Business Review
Mullins, John. July-August 2013. Use Customer Cash to Finance Your Start-Up. Harvard Business Review. pp 19-21

Other:

Business Model Kit; will be provided in class and available at www.boardofinnovation.com
Casas, Tomas. 2014. Open for Business in Russia: Payments with Nikolay Zhmurenko's 2can. Case Study Series, University of St. Gallen
Gassmann, Oliver and Karolin Frankenberger, Michaela Csik. The St. Gallen Business Model Navigator. Working Paper. University of St. Gallen
Pepper Hamilton LLP. Do's and Don't for Business Pitches. www.pepperlaw.com
Phil Rosenzweig and Tomas Casas. Yang Mama's Thousland Enterprises Ltd And New Venture Management In China. IMD Case Study, ref: IMD-3-2412
Shamiyeh, Michael. 2012. Essay and Details of 12 Innovation Principles. More available at www.porsche-prinzip-innovation.com and at movie PORSCHE PRINZIP INNOVATION.
There will also be assigned cases, to be prepared. All students have to prepare to discuss all cases. In addition, groups of students will be assigned to analyze and prepare a presentation of one case.

Recommended reading

Course outline

The course will consist of a mixture of team work, lectures, and case discussions. Live examples and case studies will be used as an important vehicle for demonstrating the application of theory and models. However, the most important case will be your own venture or entrepreneurial project. The following topics are covered:

1: Your Team Intrapreneurial Project or Start-up Venture: Introduction to the Module
2: Theory of Wealth Creation: From the Austrian School to Political Economy Configurations
3: Praxis of Wealth Creation: Grounding Your Pivots
4: Team Project, Venture: Presentation, Evaluation and Teamwork

Computer-based tools

Learning process and workload

The course is conducted as a teaching module, where students have classes all day for four days, for a total of 32 hours.

During the approximate 8 weeks between Day 1 and Day 2 the students are expected to work as teams with great energy (and hopefully excitement) on their own team ventures/projects.

Examination

The course evaluation will be based on continuous assessment by the following elements:

- Class participation (20%)
- Team project and delivery (65%)
- Team assessment (15%)

Examination code(s)

MBA 24171 - Continuous assessment; accounts for 100% to pass the program MBA 2417; 4 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

At the next ordinary exam.

Additional information

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 me re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.