



GJELDER FOR STUDIEÅRET 2016/2017

## MBA 2417 Intra/Entrepreneurship and New Wealth Creation

### Studium

Master of Business Administration - China

### Kursansvarlig

Benedicte Brögger, Tomas Casas (University of St. Gallen)

### Institutt

Institutt for kommunikasjon og kultur

### Semester

Se studieplan for aktuelt studium

### Studiepoeng

4

### Undervisningsspråk

Engelsk

### Innledning

### Læringsmål

### Forkunnskaper

### Obligatorisk litteratur

#### Bøker:

Osterwalder, Pigneur. Business Model Generation: Preview. Self-published. Preview available at: [http://www.businessmodelgeneration.com/downloads/businessmodelgeneration\\_preview.pdf](http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf)

#### Artikler:

Eisenhardt, Kathleen M., Jean L. Kahwajy, and L.J. 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

#### Annet:

Business Model Kit; will be provided in class and available at [www.boardofinnovation.com](http://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](http://www.pepperlaw.com)  
Phil Rosenzweig and Tomas Casas. Yang Mama's Thousand 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](http://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.

### Anbefalt litteratur

### Emneoversikt

**Dataverktøy**

**Lærepromess og tidsbruk**

**Eksamen**

**Eksamenskoder(r)**

**Hjelpemidler til eksamen**

**Kontinuasjon**

**Tilleggsinformasjon**