

## COURSE DESCRIPTION

### FUI2200 Business Development and Innovation II

1. Degree	Bachelor of Innovation and Entrepreneurship
2. Year/semester	1 <sup>st</sup> year – 2 <sup>nd</sup> semester
3. Credits	15
4. Course instructor	Associate Professor Tom Karp
5. Contact hours	75 hours
6. Course prerequisites	Business Development and Innovation I Economy Management I
7. Learning goals	The students will experience the role as entrepreneur through a real life business plan project. This will be done within the framework of delivery of a business plan from student groups. The ability to manage oneself and to act as a change agent will be stressed, as well as the ability to see opportunities, to manage others, and to realize one's ideas.
8. Course contents	Entrepreneurship and innovation The role as entrepreneur and change agent Entrepreneurial psychology Business development and business planning
9. Method of instruction	The course will be taught and experienced through a series of module-based workshops including lectures, tutoring, and individual and group based studying. The students will also engage in a variety of classroom activities, including both individual and group presentations. The students are required to invest considerable efforts in the learning process.
10. Assessment	Final exam (a business plan): 100 %
11. Course syllabus	Drucker, Peter F. 2007. <i>Innovation and entrepreneurship : practice and principles</i> . Rev. ed, <i>The Classic Drucker collection</i> . Amsterdam: Elsevier. ISBN: 978-0-7506-

	<p>8508-5. (253 s) Price: 149,-</p> <p>McKinsey &amp; Company, Odd Utgård og Helge Refsum, red. 2007. <i>Fra idé til ny virksomhet: en håndbok for nye vekstselskaper</i>. 2. utg. Oslo: Universitetsforlaget. ISBN: 978-82-15-01153-0. (279 s) Price: 329,-</p> <p>Mullins, John W. 2006. <i>The new business road test: what entrepreneurs and executives should do before writing a business plan</i>. 2nd ed. Harlow: Financial Times/Prentice Hall. ISBN: 978-0-273-70805-6. (305 s) Price: 319,-</p> <p>Peters, Tom. 2006. <i>Re-imagine! : business excellence in a disruptive age</i>. London: Dorling Kindersley. ISBN: 978-1-4053-1395-7. (352 s) Price: 159,-</p> <p><b>Articles:</b></p> <p>Karp, Tom. 2006. The inner entrepreneur: a constructivistic view of entrepreneurial reality construction. <i>Journal of Change Management</i> 6 (3):291.</p> <p>Sahlman, William A. 1997. How to write a great business plan. <i>Harvard Business Review</i> 75 (4):98.</p>
12. Recommended reading	