



## **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	During the course of the semester students will be working in groups of maximum three. Students are required to hand in three

	<p>group assignments (one of which is an oral presentation). The assignments will not be graded, but must be approved by the course instructor before the students can go on to the final exam.</p>
<p>11. Course syllabus</p>	<p>Karp, Tom. 2006. The inner entrepreneur: a constructivistic view of entrepreneurial reality construction. <i>Journal of Change Management</i> 6 (3):291.          [Tilgjengelig for studenter og ansatte ved MH via Ebsco:]  <a href="http://search.ebscohost.com/login.aspx?direct=true&amp;AuthType=ip,url.oid,cookie&amp;db=buh&amp;AN=22897536&amp;loginpage=Login.asp&amp;site=ehost-live&amp;scope=site">http://search.ebscohost.com/login.aspx?direct=true&amp;AuthType=ip,url.oid,cookie&amp;db=buh&amp;AN=22897536&amp;loginpage=Login.asp&amp;site=ehost-live&amp;scope=site</a></p> <p>McAllister, John P. 1997. How to write a great business plan. <i>Harvard Business Review</i> 75 (6):180.          [Tilgjengelig for studenter og ansatte ved MH via Ebsco:]  <a href="http://search.ebscohost.com/login.aspx?direct=true&amp;AuthType=ip,url.oid,cookie&amp;db=buh&amp;AN=460115&amp;loginpage=Login.asp&amp;site=ehost-live&amp;scope=site">http://search.ebscohost.com/login.aspx?direct=true&amp;AuthType=ip,url.oid,cookie&amp;db=buh&amp;AN=460115&amp;loginpage=Login.asp&amp;site=ehost-live&amp;scope=site</a></p> <p>McKinsey &amp; Company, Helge Refsum og Odd Utgård (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 p) Price: NOK 339,-.</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 p) Price: NOK 319,-.</p> <p>Peters, Tom. 2009. <i>Re-imagine!: business excellence in a disruptive age</i>. London: Dorling Kindersley. ISBN: 9781405345095. (464 p) Price: NOK 139,-.</p> <p>Steinhouse, Robbie og Chris West. 2008. <i>Think like an entrepreneur: your psychological toolkit for success, Prentice Hall business</i>. Harlow: Pearson/Prentice Hall. ISBN: 978-0-273-71838-3. (188 p) Price: 219,-</p>
<p>12. Recommended reading</p>	