



Module description

January 2018

<p>Entrepreneurship and innovation</p> <p>5 ECTS</p>
<p>Location</p> <p>Spring semester, 6th semester</p> <p>Elective course</p> <p>Study board of Business Administration</p>
<p>Module coordinator</p> <p>Jesper Lindgaard Christensen</p>
<p>Type and language</p> <p><i>Module type : elective</i></p> <p>Language: English</p>
<p>Objectives</p> <p>Entrepreneurship and innovation has become vital for any organisation, private and public. The course aims at stimulating students' knowledge on entrepreneurship and innovation in a dynamic market economy. This includes management, organisation and establishment of different types of enterprises, business development within established enterprises and organisations, and innovation and entrepreneurship in different industries and other contexts.</p> <p>Learning outcomes</p> <p>Having attended the course, students are expected to be able to:</p> <ul style="list-style-type: none">- Explain differences between types of entrepreneurship and innovation- Account for the importance of entrepreneurship and innovation to a dynamic market economy and to businesses in such an economy.- Account for the organization, management and implementation of innovation and new businesses- Demonstrate an understanding of business development within firms, including to provide an account of the role, limitations and structure of a business plan
<p>Academic content and conjunction with other modules/semesters</p> <p>Regardless if you are in an existing organisation or an individual entrepreneur bringing innovative ideas into life require planning, management, resources, competencies and environments conducive for taking the idea forward.</p>

This course also provides an understanding of why skills in this are important; how to pursue opportunities; but also on how to learn and practice this. While introducing a number of instruments for business planning and for understanding innovation the course also provides a critical perspective on business planning and the 'innovative imperative' – that all firms need to be innovative on a continuous basis. These insights are essential for any business manager and are as such relevant to the whole business administration education.

Scope and expected performance

The course lectures focus upon key issues within entrepreneurship and innovation. The lectures take the point of departure in a case, which is a start-up company pursued by a former MIKE-student. The first lecture, will explain about innovation activities, entrepreneurship, challenges, and creativity in this company. Subsequent lectures refer back to this presentation during discussions on more general issues. The lectures may form the basis for a bachelor project, where particular aspects may be elaborated. The lectures give insight into the field and demonstrate how knowing entrepreneurship and innovation is useful for business development.

The course is 10 lectures of 2 hours and 1 mini-assignment.

Students are expected to study the material beforehand to enable an active participation in class.

Participants

The participants in the course will be students from the Bachelor in Business Administration (EBA and HA) 6th semester, Top up students and HA- Law students.

Prerequisites for participation

It is mandatory to master English as all lectures, discussions, literature is in English. The course starts out by getting basic concepts in place, thus prerequisites for participating in terms of prior knowledge is limited but an interest in Entrepreneurship and innovation is required.

Module activities (course sessions etc.)

List of issues dealt with:

1. Theme: The Entrepreneur and innovation manager. + Introduction to the course
2. Theme: Entrepreneurship, small firms, and the bottom line. On why entrepreneurship matters to firms and economies?
3. Theme: Why innovation? - The effect of innovation in different firms, industries
4. Theme: The resilient and agile organisation – how to manage innovation processes.
5. Theme: Analysis and planning of new ventures. How to assess a business and draft a business plan
6. Theme: Diversity of entrepreneurship – heterogene entrepreneurs and types of entrepreneurship.
7. Theme: The entrepreneur – the psychology and motivations of entrepreneurs.
8. Theme: Creativity as a basis for innovation and entrepreneurship
9. Theme: Financing new ventures + intro to business planning exercise
10. Theme: wrap-up and pitch of business planning exercise In this final session you will have the opportunity to pitch your work on a small business plan (the mini-BP-assignment introduced at previous lecture and Moodle). You should prepare a 10

minutes presentation of your work, and you will receive feed-back on this. This will illustrate how some of the course stuff can be used in a concrete manner on a business case.

Lecturers: Jesper Lindgaard Christensen (Coordinator and main lecturer).
Søren Hansen, Annemarie Østergaard, and a guest lecturer.

Examination

24-hour examination as a written assignment, evaluated by Danish 7- point grading scale. The assignment may be written in either English or Danish