COURSE CODE NO: 4608

COURSE NAME: Entrepreneurship (“Innovation II” in the MSc program at AU-IBT)

COURSE LEVEL: MSc, compulsory course for the master (oecon-)study, AU-IBT

NUMBER OF ECTS: 10

APPROVED: Approved by the Study Board on 23 Oct. 2007

SEMESTER FOR WHICH THE COURSE DESCRIPTION APPLIES: Spring 2008

REPLACES COURSE DESCRIPTION DATED: New course

INTERVALS AT WHICH THE COURSE IS OFFERED: Every Spring semester

FILLED IN BY: Mogens Dilling-Hansen and Susanne Jensen

LECTURER: Mogens Dilling-Hansen, Jan Kvist Martinsen and Susanne Jensen

NUMBER OF HOURS PER WEEK: Teaching load equivalent to 48 lectures; 4 lessons per week

COMPLEMENTARY COURSES: 4611 Innovation III (AU-IBT), 4196 Entrepreneurship in the Experience Economy, 4197 Advanced Innovation and Entrepreneurship Theory

RESTRICTIONS ON ADMISSION:

COURSE DESCRIPTION:
A specific area of interest within innovation is the entrepreneur who creates, develops and pursues new business opportunities and the intrapreneur who develops a new business within the boundaries of an existing business. In a dynamic market economy, entrepreneurs establish many new companies each year, but it is also part of a dynamic market economy that a number of firms die. Obviously, the opportunities for entrepreneurs depend on the context. In a globalizing economy and an economy rich in new technologies and their applications, there are many business opportunities and we need an entrepreneurial culture that will make entrepreneurs come forward and spot, develop and use the opportunities.

The purpose of this course is to provide students with concepts, theories and empirical practices within the entrepreneurial and intrapreneurial research area.

LEARNING OBJECTIVES:
On completion of the course students should be able to:

- describe and evaluate the central theories for entre- and intrapreneurship
• derive (formulate, interpret and analyse) the main elements in a business plan or business case
• reflect on the prepared business plan/business case
• analyse the social and structural aspects of entrepreneurship
• evaluate and reflect on the structural constraints that entrepreneurs may face and how they may be suppressed both at the individual and the society level

TEACHING METHOD:
Lectures, case discussions, group work and project work (business plan or business case). The object for the project work (formulated in a written paper) is either the Mentor Company or the students own business idea. The projects should be formulated as a business plan (Mentor Company) or a business case (own business idea). Group work with max. 4 students, max 10 pages (plus supplementary appendices) in total and final version handed in latest 2 weeks before exam.

FORM OF ASSESSMENT: Oral exam of 20 minutes duration based on the written paper. All students must present a preliminary version of the business plan/business case during the lectures and this presentation must be approved before going to the oral exam.

EXAMINATION AIDS ALLOWED: None except the written paper.

TEACHING LANGUAGE: English

LITERATURE:

Textbook:

Articles:


Schött, Thomas (ed.): “Entrepreneurship in the regions in Denmark – Studied via Global Entrepreneurship Monitor.” (pp. 21-111, 90 pages), University of Southern Denmark, Centre for Small business Studies, 2007.

Lecture notes (max. 50 pages).

In total 841 pages.

**COURSE SUBJECT AREAS:**
- Theories on entrepreneurship and intrapreneurship
- Structural and environmental issues to ensure entrepreneurial activities including the role of incubators
- Social and cultural aspects of entrepreneurship
  - social networks e.g. the family
  - clusters
  - cultural aspects
- Business plans
- Venture capital
- The knowledge entrepreneur
- The small firm in a globalised world

**REQUIRED COURSES (progression):** (4606) Innovation I (AU-IBT) or equivalent