



# **An Integrated Approach to Entrepreneurship Education**

**EU Conference October 26-27th, 2006**

**BI** NORWEGIAN SCHOOL  
OF MANAGEMENT

**Jon Erik Svendsen**  
Associate Dean, Bachelor in Entrepreneurship  
Leader, Centre for Entrepreneurship  
Department of Innovation and Economic Organisation



# Entrepreneurship Education – What is it?

## From a business School perspective

- **Entrepreneurship is about creating and developing businesses**
- **The Entrepreneurs are creative people with drive and ability to progress, often with lower focus on structure and administrative routines**
- **Entrepreneurship Education is about developing people with increased probability to succeed when creating and developing a business.**



# Traditional Education in Business Administration

The traditional education system has been focused on

- Established Organisations
- Mid-size and larger companies
- Optimizing the utilization of the resources and the organisation in order to maximize short-term profits
- When Entrepreneurship is taught, it's often about what entrepreneurship is and less about how to improve the process of creating and developing a company

Resulting that

- Creative/unstructured people challenging the structures and systems – are often seen as a threat to efficiency and profitability
- Traditional business graduates don't understand entrepreneurs and often kick them out to gain control



# Entrepreneurship Education at BI

## – Basic Philosophy

**Entrepreneurship Education need components of practice**

- **How to Establish and Develop a company**
- **Knowledge transfer from Experienced Entrepreneurs**

**There is a need to both**

- **Develop entrepreneurs to make them better prepared to act as a manager and handle the financial and organizational issues as their company develops and grows.**
- **Develop business people and managers who understand the nature of an entrepreneurial business and who can work with entrepreneurs in a constructive way.**



# Entrepreneurship Education at Norwegian School of Management

- **BI Core Business**

- Business Research (9 dept, 15 centres)
- Business Education 19700 students
  - Programmes: Bachelor (16), Master (12), PhD

- **Entrepreneurship Education**

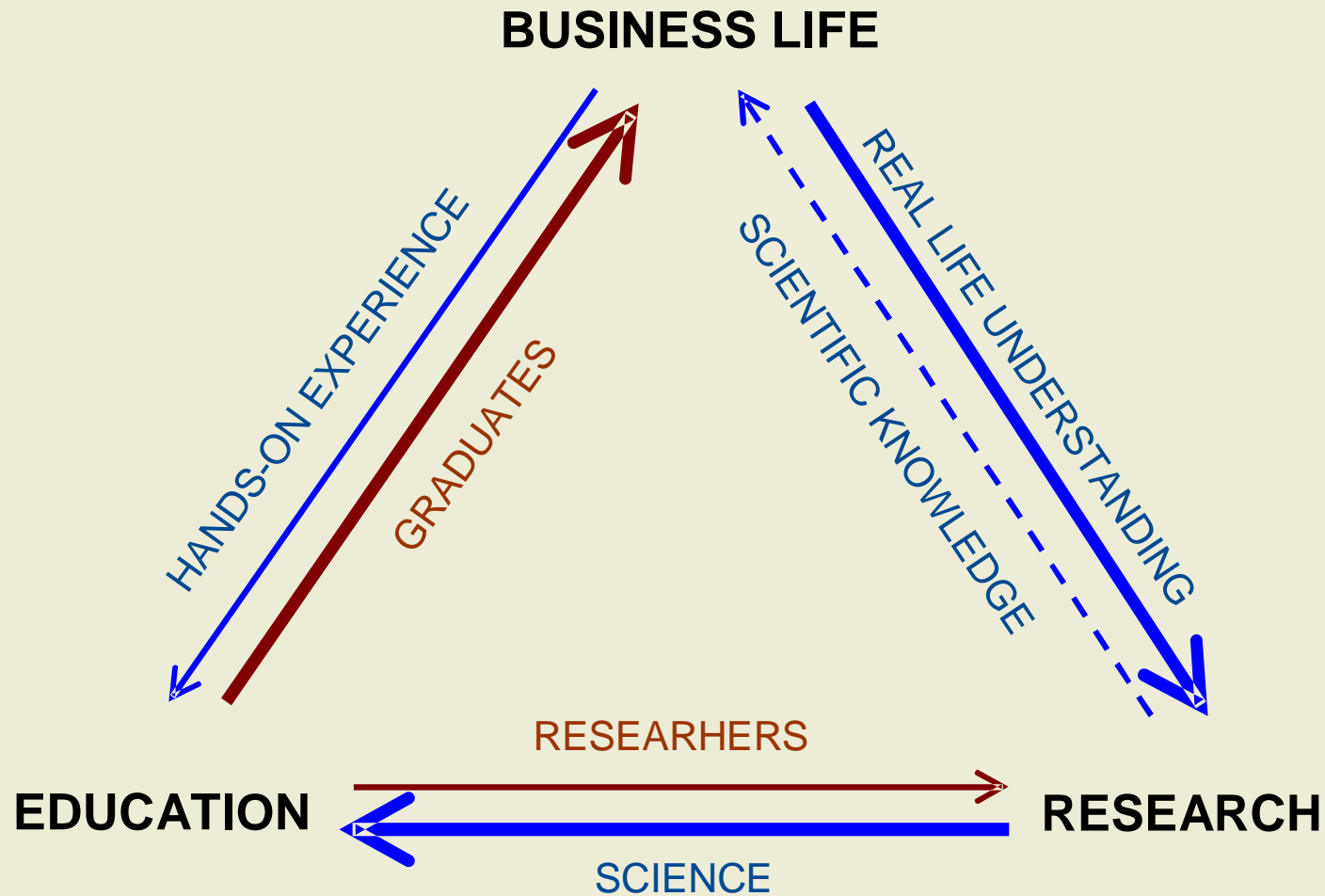
- Entrepreneurship Courses at all levels.
- Specialization Directions (Major/Minor) at Master and PhD
- Bachelor in Entrepreneurship
- New Master in Innovation and Entrepreneurship from 2007

- **Strong Business Life Relations and Networks**

- Contacts and Networks used in teaching, research and advisory boards
- Centre for Entrepreneurship is a 'Web' in the 'Entrepreneurship World' providing students with an extensive network



# Research Based Education - traditional system



# Research Based Education - Integrating Practice



- COMPANIES
- INCUBATORS
- VENTURE COMPANIES
- PATENT AUTHORITY
- ETC

ACTIVE NETWORKS



PROJECTS

ESTABL. COMPANIES

REAL LIFE UNDERSTANDING  
SCIENTIFIC KNOWLEDGE

RESEARCHERS

RESEARCH

SCIENCE



# Integrating Practice in Education

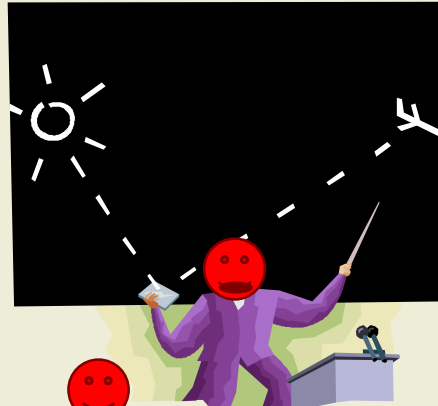
## How to integrate the practical world?

- Visit Incubators / 'Technology parks' etc
- Meet Patent Authorities and Venture Companies
- Mixing different types of students doing assignments
- Run Connect Springboard in Class

## Integrating 'practical experience' in education

- Live Case – Develop a real BP with company in class
- Starting companies (Youth Companies)
- Launch a normal company as part of the programme

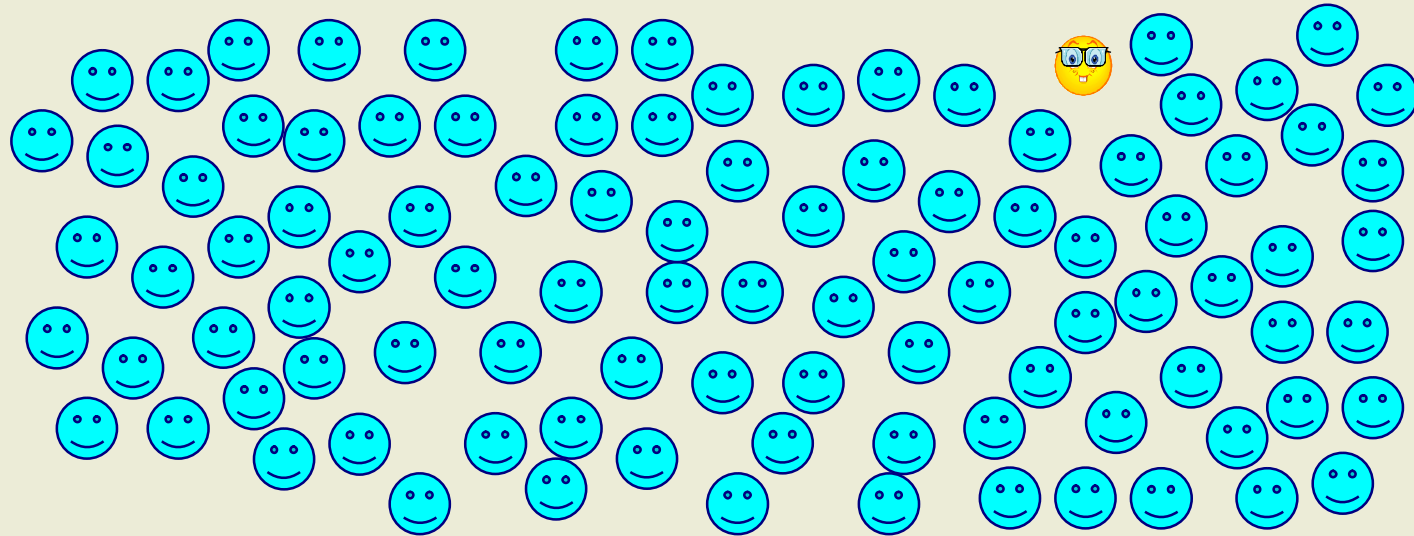
# 'Connect Springboard®' in Class



# 'Connect Springboard®' in Class



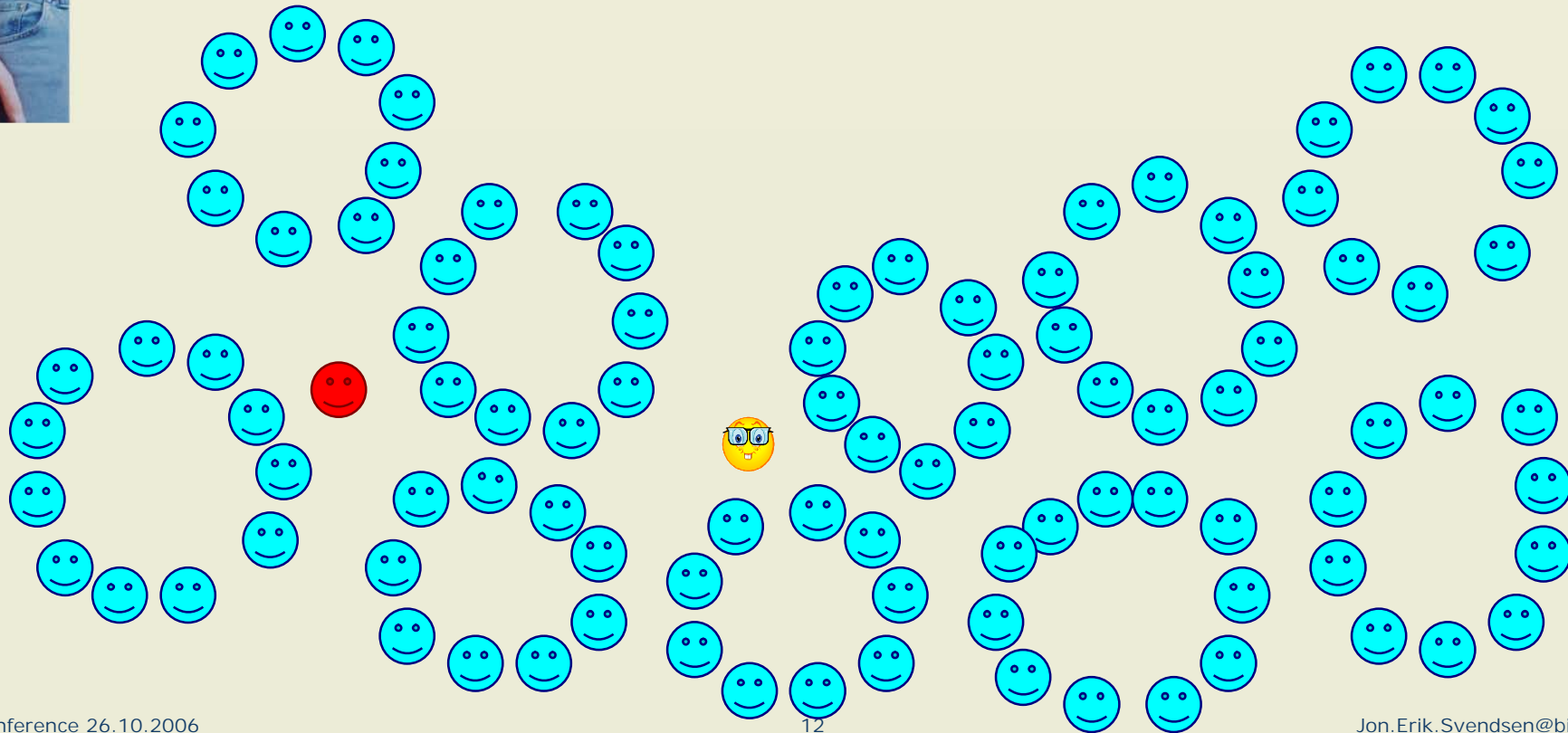
# Real Time Live Case in Class



# Real Time Live Case in Class



1. Company Presentation
2. Discussion Groups
3. Group Presentation
4. Comments from CEO



# Visits, Meetings and interviews

## VISITING AN INCUBATOR

### Mixing IT & Business Students

T  
C  
m

S  
st

### Interviewing Entrepreneurs

...new the incubator was operating. They

...helor in Entrepreneurship join to form groups. The

The mixed student groups prepare for interviews with Entrepreneurs. Different background and study approach give the students new thoughts and ideas for the interviews





# Supporting 'StartUp Students'

**IDEA  
DEVELOPMENT**

**CONCEPT  
DEVELOPMENT**  
-Busin. concept  
-Business plan

**DESIGNING  
A COMPANY**

**LAUNCH**  
- Market Entry  
- Start  
Production

**ESTABLISH  
MARKET  
POSITION**

**UPSCALE /  
GROWTH**



**BUSINESS PLAN COMPETITION**

**PANGSTART**

**JA-YE YOUNG ENTERPRISE**

**INCUBATOR**

**CONNECT SPRINGBOARDS**

**"THE FOUNDERS SCHOOL" (GRUNDERSKOLEN)**



## We believe that Successful Entrepreneurship Education..

### .. should be integrated in all programs

- We want to offer the range of education from a minor to complete specialized programmes

### .. should integrate elements of practice

### .. should facilitate start-up during the programme

**We can help Entrepreneurs to succeed**