



Illustration: Pernille Brun Andersen

Learning to innovate

Sort of skills, graduates' positions in businesses, contribution to society? Follow the Q&A's to different master's programs within the realm of innovation and entrepreneurship at CBS. Associate Professor Stefan Meziak, program coordinator of the master's program of Organisational Innovation and Entrepreneurship (OIE) is first to answering the enter Q&A.

▲ INTERVIEW

What is the focus of the Organisational Innovation and Entrepreneurship (OIE) master's programme?

Innovation and entrepreneurship take an equal role in this programme. We are interested in those entrepreneurial ventures that bring novel products and services to the market or reinvent how business is being done in an existing industry. We are not interested in the countless 'me too' start-ups that merely imitate existing business practices or reverse-engineer products and services that others have introduced before them and found viable. Equally, we are interested in how established organizations create breakthrough innovations in a persistent fashion and in the entrepreneurial mindset and behaviours they need to apply to bring these innovations to the marketplace.

What different sorts of skills do the students acquire?

OIE offers a set of capabilities required to meet the challenges involved in starting ventures, creating innovations, managing resources and leading people. Students who have completed the programme will have acquired the necessary knowledge, skills and competencies to act as innovators and entrepreneurs. The programme's central learning processes are designed to provide creative, analytical, communicative and organisational skills.

What positions do graduates from OIE typically occupy after their graduation, and how can they contribute to companies and society?

The programme is for those who want to build a professional career in entrepreneurial endeavours and innovation teams in established organisations.

For students who would like to start their own venture, the program provides theoretical knowledge on entrepreneurship and innovation as well as projects where students develop the practical skills needed in the start-up phase. Students who start up and grow a fledgling business into an established company obviously contribute to society by providing needed products and services, creating employment opportunities and paying taxes.

Students who would prefer to join an established company may take the role of 'bridge personality' between innovation pro-

jects and the continuous core activities of the organisation. Innovation is a common topic, but still, many corporations have difficulties finding an adequate answer to the competitive challenges that come with it. OIE graduates possess knowledge and competencies that are valuable for companies wanting to develop an innovation culture and innovation processes.



Stefan Meisiek
 Associate professor of leadership, director of the CBS Studio and coordinator of the OIE master program.
 Read more about the program at <http://www.cbs.dk/uddannelse/kandidatuddannelser/candsoc-msc-in-social-science/mscsocsc-in-organisational-innovation-and-entrepreneurship>

enter Entrepreneurship Research and Education Magazine

enter Entrepreneurship Research and Education Magazine is a new online magazine from the Entrepreneurship Platform at CBS. enter aims to offer quick and accessible insight into entrepreneurship research and knowledge at CBS and to bring the research and educational landscape at CBS into a more intense dialogue with business and society. The enter magazine is published twice a year and is free of charge. Reproduction allowed and encouraged with indication of source. Please see www.cbs.dk/entrepreneurship

CBS ENTREPRENEURSHIP PLATFORM

Copenhagen Business School (CBS) established the Entrepreneurship Platform in spring 2013. The platform integrates and coordinates entrepreneurship research, education and outreach activities at CBS and is a single point of entry for entrepreneurship at the Copenhagen Business School.

ENTREPRENEURSHIP PLATFORM · COPENHAGEN BUSINESS SCHOOL

Porcelænshaven 18B, 3rd.floor
 2000 Frederiksberg,
 Denmark

Tel: +45 3815 2663
entrepreneurship@cbs.dk
www.cbs.dk/entrepreneurship