

# Minor in Entrepreneurship

## Responsible:

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## The Minor in Brief

There is an upsurge in interest in being an entrepreneur, work for an entrepreneur or work with entrepreneurial ventures. These career choices entail work related challenges that standard higher educational programs do not address. Small firms and entrepreneurs face substantial challenges that are not present in larger established firms. And newly established firms cannot rely on past experience or success, existing portfolio of products or services, or a well-known brand. They suffer from a greater set of liabilities, which needs to be addressed. There is hence a need for a skill set that will help guide them through a process characterized by high levels of uncertainty and risk. This is even more important since the role of an entrepreneur is often characterized by low levels of specialized competences and the ability to understand, navigate and delegate in multiple areas of expertise and decision.

The insights offered in the minor will not only be useful for aspiring entrepreneurs but will also be essential for investors and other stakeholders. It is often not enough to consider the bottom line in a spreadsheet when assessing newly started firms. In fact, often there is no bottom line to consider yet. Investors need to consider the overall potential of the business and thoughtfully assess how they can actively furnish the startup with the required assets to create a successful start-up and, hence, investment.

The minor in entrepreneurship focuses on small startups. However, it also seeks to provide students with a competence profile, making them more desirable as employees in larger organizations. This is highly relevant as larger organizations often seek to mimic the operations of small firms and obtain the virtues of young newly established firms. But also since established firms often need to assess small newly started business for various reasons.

The minor will seek to offer students a skill set that span across all the most important aspects of establishing and developing a newly founded firm. It will also seek to provide the students with a set of tools and a framework for tackling these challenges or analyzing entrepreneurial opportunities systematically.

## Semester

The minor is offered in the 5<sup>th</sup> Semester of the bachelor education

## Minor or electives

The minor consists of three elective courses. Students electing and passing all three courses will be awarded the title: Minor in Entrepreneurship. The courses will, however, also be offered as traditional electives with no requirement to elect into all three as a package. Students that only select into one or two of the electives will not be awarded the minor in entrepreneurship title.

## Case Focus

Students enrolled in the electives will be working on real life cases. Before the electives start, enrolled students will attend a kick-off event, at which case firms present themselves to the students. Students will then select into which of the cases they will be working on during the elective(s). The case will be the foundation for the exam for the courses included in the minor. This will allow students enrolled in the full minor to go through multiple elements of establishing and developing a new firm while those only electing into a single elective exclusively will focus on the subjects covered in that course.

## Courses

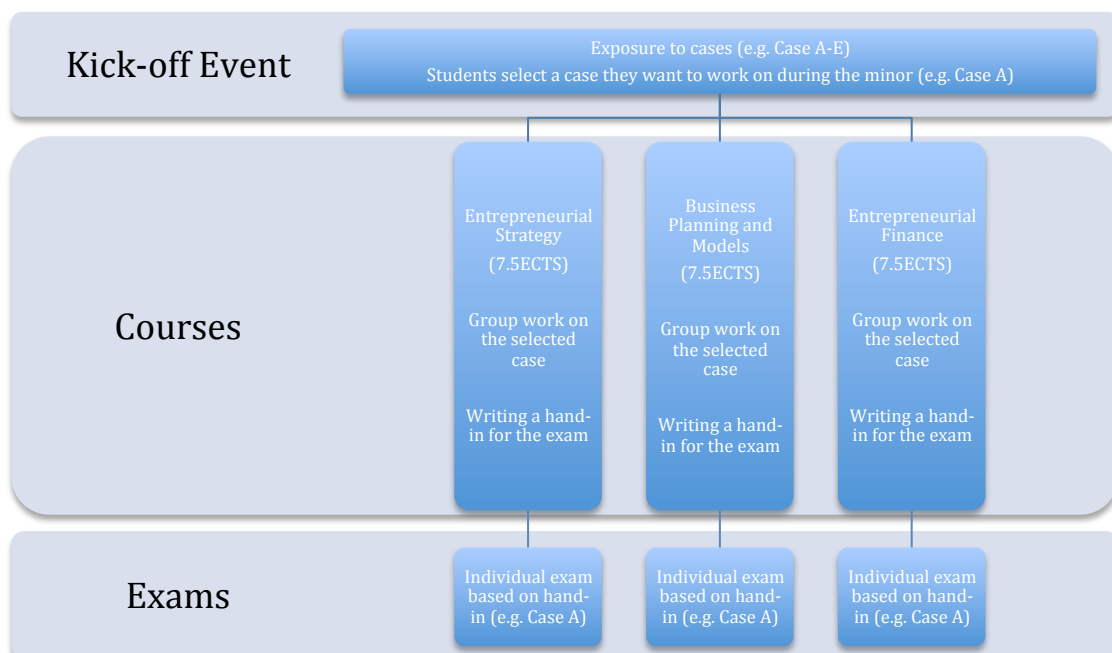
The minor in entrepreneurship consists of three separate but highly compatible courses that all pertain to the overall concept of entrepreneurship. The three courses are:

- Entrepreneurial Strategy (7.5 ECTS)
- Business Planning and Models (7.5 ECTS)
- Entrepreneurial Finance (7.5 ECTS)

These are organized as to address some of the core elements of setting up a new business or assessing a newly started firm. The courses include elements that are highly complementary to each other. While the first addresses issues that pertain to formulating an overall strategy for a startup, the second deals with issues that pertain to planning the early stages of a firm and choosing a useful business model. The last course deals with issues related to the financing, timing of capital, the right deals and how to value the newly started venture.

## Organization of the Minor

The below diagram illustrates how the minor will be organized in three separate courses and with an overarching kick-off event.



**Groups**

Attending students are assigned in groups of up to 5 individuals. Groups are formed based on chosen case as well as whether they are enrolled in the full minor or just an elective. Full minor students will have the same group throughout the minor and hence be assigned accordingly. Single elective students will not be integrated into groups consisting of full minor students. Attending all three courses will allow the student to investigate the same live case in three different aspects of entrepreneurship.

**Maximum number of students:**

None of the three courses are limited in terms of student enrollment

**Minimum number of students:**

None of the courses has a minimum limit in terms of uptake of students

**Associated study board:**

The HA-Almen study board offers the courses.