COMPONENT DESCRIPTION – BD3

PROGRAMME
3-Year Enterprising Leadership Programme

COMPONENT
Business Design 3 – Business & Organisations within 21st Century

SEMESTER
Semester 4 “HONING YOUR CRAFT”

DOMAIN
Business Design

DESCRIPTION
The component will introduce a specter of different business approaches from several perspectives within social, ecological and economical directions. The student will be presented to and work with theories and methodologies within innovation and value creation. It is an exploration into what happens in the world related to new business innovations and the value created. The component is a preparation for the student project work with partners and organisations, where the student will gain knowledge and experience with transformative people and organisations within the 21st century.

DURATION
7 weeks

ECTS
10

PREREQUISITES
Semester 3

LEARNING OUTCOMES
- The student will gain knowledge and practice in the field of business by understand and work with different layers of business perspectives.
- The student will in theory be introduced to social and ecological business types and in practice work with elements of it in a specific project.
- The student will gain knowledge and practice within the economical aspects of a business on a micro and
• The student will gain knowledge and the ability to work with innovation on a deeper level – where both social, ecological and economical aspects are in play.
• The student will be a part of developing and executing a radical transformative innovation project.
• The student will develop their ability to work with business development and innovation on all levels – depending on the specific project chosen.
• The student will show his/her ability to handle and execute assignments and responsibilities from the team organisation.
• The student will practice and develop their existing attitudes and abilities, within an unfamiliar international context and learn to navigate in the context: organizational, cultural, economical and political.

LEARNING & TEACHING STRATEGY
The learning process that the students carry out in their work and assignments is called Creative Inquiry. It is a process that is intended to be holistic, that involves exploration, creation and reflection and includes three ways of knowing and learning:

• Conceptual and theoretical knowledge
• Methodological and practical knowledge
• Phenomenological and experiential knowledge

The component provides the student with the opportunity to test and expand her/his capabilities, developed throughout the programme, in an organisation or with a master of her/his own choice. The first weeks of the component the students will be supported by training, lectures, reading and guidance and then they will be provided 12 weeks in all of independent work with or in an organisation by combining and integrating this
component with Project Design 3 (PJD3).

MARKING CRITERIA & ASSESSMENT
All projects-synopsis’s must be clarified and approved (pass/fail) with a collaboration agreement, including goals and outcomes of the project, plans for project, project plans and methods and use of theory.

In combination with next component PJD3, the students learning and work will be evaluated by a pass/fail exam by internal and local external censors in the end of the semester.

REALISATION
Lecture, workshops, presentations, evaluations, and guidance: 40 hours  
Partnership-projects and organisational work in all phases: 180 hours  
Self-study, reading, research, and individual assignments: 45 hours  
Community work, and socially and professionally related study activities: 10 hours

The students will at the same time be working with different responsibilities and assignments in their project-based-learning organisation.

COMPULSORY READING
- Dynamic business planning www.dynamicbusinessplanning.com/

The programme builds on the notion of students taking responsibility for their own learning, thus the students are expected to actively find reading and learning material, that suits their individual learning style for the indicative reading/learning materials.