

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

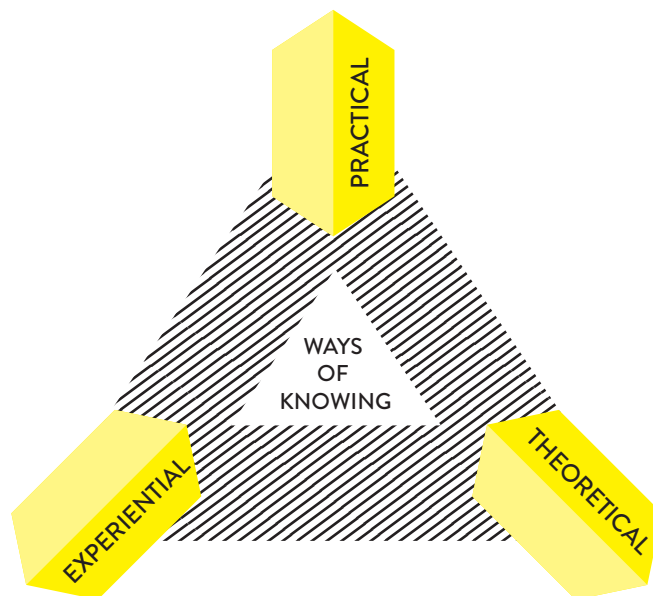
macro level.

- 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 preject, 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

- Gifford Pinchot & Ron Pellman; Intrapreneuring in Action: A Handbook for Business Innovation. ISBN 1576750612. Berrett-Koehler Publishers, 2000
- Christensen, Clayton M; Anthony, Scott & Roth, Erik A. Seeing what's next: Using the theories of innovation to predict industry change. ISBN 1591391857. Harvard Business School Press, 2004
- Charles Landry. The Creative City: A Toolkit for Urban Innovators. ISBN 1844075982. Earthscan Ltd; 2Rev Ed edition, 2008
- 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.