

# COMPONENT DESCRIPTION – BD1

## PROGRAMME:

3-Year Enterprising Leadership Programme

## COMPONENT:

Business Design 1 – Business Model Canvas & Strategy

## SEMESTER:

Semester 2 “VALUES AND VALUE”

## DOMAIN:

Business Design

## DESCRIPTION:

The component provides the student with a fundamental introduction to the elements of understanding and development of a business idea as well as a holistic understanding of how creativity and innovation can contribute to, and is a driver, for developing businesses on a commercial or social level. Emphasis is placed on the challenges and opportunities a business goes through and how to create value and impact in a sustainable way. Furthermore, it is an introduction that provides a basic understanding of the reality of business life and a language to navigate within business. The concept of strategy and strategic planning are introduced. The student will train by exploring needs, problems and opportunities, and develop a capability to work within a business context, as well as gain an in-depth understanding of an enterprising project.

## DURATION:

7 weeks

## ECTS:

10

## PREREQUISITES:

Semester 1

## LEARNING OUTCOMES:

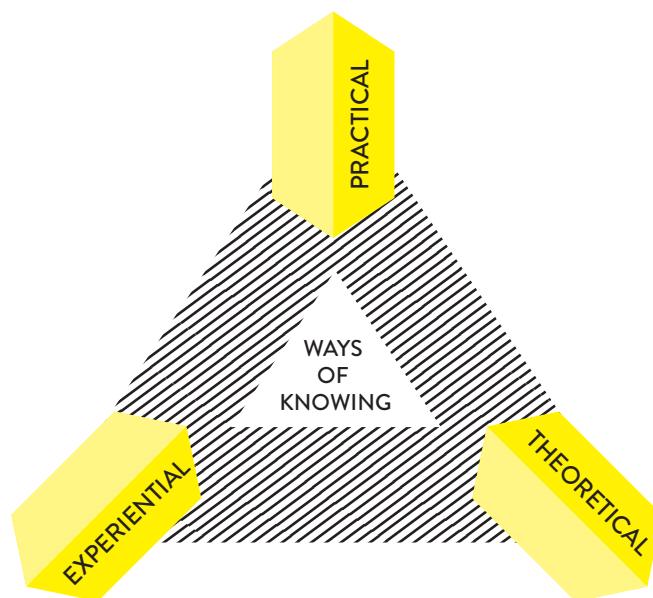
- The student will gain a basic understanding of the theories and methods of creation and development within the business world

- The student will gain an understanding of the notions of value creation; ecologically, economically and socially.
- The student will practice previously acquired knowledge and experience in scanning for trends, tendencies and opportunities.
- The student will gain understanding of and experience with testing the feasibility and viability of an enterprising idea.
- The student will gain an understanding of how to create enterprising projects with an aim for holistic value creation
- The students will develop an ability to develop innovative concepts
- The student will learn how to benefit from and prepare for professional guidance meetings
- The students will learn to develop and clarify a collaboration

## 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 is organised around a practical project– and the duration of the 4-week project will overlap with the previous component PJD2. The students will develop and carry out the project individually or in smaller

groups. The theory and methodology are disseminated through lectures, seminars, field studies, self-studies and guidance. Internal and external experts will hold the lectures and seminars. The teaching is rooted in a process oriented teaching style.

## MARKING CRITERIA & ASSESSMENT:

“Project Beyond Ability”-project is an assignment where the student research and design a project, which is then carried out. The completion of a concrete project, with partners or for a client, is required.

The deliverable is a presentation of the creation, execution and value and impact of the project. The presentation will be in various forms: Oral, written and visual. The project will be evaluated by an exam with external censors using the Danish 7-grade scale.

## REALISATION:

Lecture, workshops, presentations, evaluations, and guidance: 70 hours

Organisational, project - and group work in all phases: 110 hours

Self-study, reading, research, and individual assignments: 65 hours

Application process, community work, and socially and professionally related study activities: 30 hours

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

## COMPULSORY READING:

### PRIMARY LITERATURE

- Osterwalder, A. & Pigneur, Y. (2010) *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challenges*. Hoboken, New Jersey: John Wiley & Sons, Inc.

### SECONDARY LITERATURE

- Blank, S. & Dorf, B. (2012). Chapter 5: An Introduction to Customer Discovery. In *The Startup Owner's Manual*. (pp. 153-168) Pescadero, California: K&S Ranch Publishers. – 15 PAGES
- Kim, W. C. & Mauborgne, R. "Blue Ocean Strategy" *Harvard Business Review*. October (2004): pp. 1-11. – 11 pages

- Pijl, P., Lokitz, J., Solomon, L. K. (2016). The Design Journey – Ideate. In *Design a Better Business: New Tools, Skills and Mindset for Strategy and Innovation*. (pp. 126-149). Hoboken, New Jersey: John Wiley & Sons, Inc.  
– 23 PAGES
- Reeves, M., Haanæs, K., Sinha, J. (2015). Introduction. In *Your Strategy Needs a Strategy: How to Choose and Execute the Right Approach* (pp. 1-24). Boston: Massachusetts. Harvard Business Review Press.  
– 24 PAGES

## INDICATIVE READING:

- Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. New York, New York: Crown Publishing Group.

The students will also be provided with a selection of articles by guest faculty and Team Leaders.