



**Programme:** Strategic Design and Entrepreneurship

**Title:** Entrepreneurship, Theory and Finance (CBS Class)

<b>Semester:</b> 1	<b>Period:</b> Course schedule will be posted at <a href="http://calendar.cbs.dk">calendar.cbs.dk</a> <b>ECTS-points:</b> 7,5
<p>ENTREPRENEURSHIP, THEORY AN FINANCE (Taught by CBS)</p> <p><b>Course content, structure and pedagogical approach</b></p> <p>This course aims to provide students with a set of economics and organizational principles that govern the process of new business creation. The first part of the course provides a general coverage of various aspects of entrepreneurship, including entrepreneurship as a career choice, discovery of opportunities, team formation, business development and strategy, location choices and engagement with the innovation ecosystem, performance and exit. The last part of the course places a special emphasis on entrepreneurial financing. The goal is to help students understand financing decisions in entrepreneurial settings. The topics included delve into issues such as financing sources, the incentives of each type of investor, the relative costs and benefits of each source of funding, and the connections between funding sources and entrepreneurs' strategy.</p>	<p><b>Learning objectives:</b></p> <p>Demonstrate clear, accurate and comprehensive understanding of the theories for topics covered in the course, and the ability to critically assess the strength and weakness of the theories.</p> <p>Display the ability to apply theories to interpreting empirical evidence.</p> <p>Articulate the relevance of the theories and their strategic implications for business practice in the context of innovative new firms.</p> <p>Display the ability to apply theories to the analysis of business situations and the evaluation of possible solutions.</p> <p>Demonstrate the ability to make recommendations for firms based on arguments that are sensible, logical and coherent arguments.</p>
<p><b>Teaching forms:</b></p> <p>This course is conducted based on a combination of article-based lectures, case discussions and guest lectures.</p> <p>Feedback during the teaching period.</p> <p>Feedback is provided in multiple ways. First, the classes are interactive with in-class team exercises and Q&amp;A time throughout each class. Second, there are support videos developed by the faculty to clarify entrepreneurship concepts and</p>	



provide additional relevant content. Third, there is a (volunteer) team peer grading exercise as a preparation for the exam. Each team of students prepares an essay that applies course topics to a startup case. Teams get feedback from other students as well as from the faculty. Finally, there are consultation/office hours.

This course will tentatively be organized around the following topics:

- Entrepreneurship as a career: the determinants of entrepreneurial entry
- Team formation
- Business opportunity assessment
- Developing business plans and business models
- Entrepreneurial strategy choices
- Entrepreneurial survival and performance
- Entrepreneurship in Design & Architects
- Entrepreneurial finance
- Startup location strategy and innovation ecosystems

Students are expected to actively participate in and contribute to all study activities.

**Attendance requirements:** (write only requirements for activities for which attendance is a prerequisite for attending the oral examination)

**Submission requirements:**

Written product to be submitted on specified date and time.

Specifications will be announced on Canvas (CBS) and/or kursuskatalog.cbs.dk



# Det Kongelige Akademi

Arkitektur  
Design  
Konservering

**Syllabus:** Specifications will be announced on Canvas (CBS) and/or kursuskatalog.cbs.dk

**Method of assessment:** Oral exam based on a written product. Specifications will be announced on Canvas (CBS) and/or kursuskatalog.cbs.dk

**Grading:** Danish 7-point grading scale

**Censor:** Specifications will be announced on Specifications will be announced on Canvas (CBS) and/or kursuskatalog.cbs.dk