

## IMT4005 Digital Innovation and Entrepreneurship - 2014-2015

**Course code:**

IMT4005

**Course name:**

Digital Innovation and Entrepreneurship

**Course level:**

Master (syklus 2)

**ECTS Credits:**

5

**Duration:**

Vår

**Duration (additional text):**

First time spring 2015.

**Language of instruction:**

English

**Expected learning outcomes:**

Knowledge:

- The students have gained knowledge of innovation and innovation processes
- The students have gained knowledge of the elements of a business plan
- The students have gained knowledge in the process and alternative funding schemes for starting a new business

Skills:

- analyze and critically review new digital technology in terms of technology optimism and hype phenomenon
- describe and discuss basic principles for service innovation
- contribute to the process of turning innovative ideas into business
- analyze industry context for digital industries

General Competence:

- discuss relevant issues with professionals in the field
- present their analysis in the form of an innovation project proposal

**Topic(s):**

- Driving forces behind the development in digital businesses
- Innovation:
  - processes,
  - outcomes,
  - barriers,
  - conditions for success
- Business planning:
  - customer value and branding,
  - market analysis
  - risk analysis,
  - writing business plans
- Startup/realisation:
  - financing,
  - startup support,
  - marketing

**Teaching Methods:**

Lectures

Group works

Net Support Learning

Project work

Reflection

**Teaching Methods (additional text):**

Lectures will be recorded and made available to the students electronically.

The students will collaborate - potentially in teams with other master students - to work on a practical innovation case.

**Form(s) of Assessment:**

Other

**Form(s) of Assessment (additional text):**

The case report

**Grading Scale:**

Alphabetical Scale, A(best) – F (fail)

**External/internal examiner:**

Two internal examiners

**Re-sit examination:**

No resit offered.

**Tillatte hjelpemidler:****Academic responsibility:**

Faculty of Computer Science and Media Technology

**Emneansvarlig kobling:**

[Rune Hjelsvold](#)

**Course responsibility:**

Professor Rune Hjelsvold

**Teaching Materials:**

- G. George, A. Bock, *Inventing Entrepreneurs: Technology Innovators and Their Entrepreneurial Journey*, Prentice Hall, 2007
- Internet resources will be announced at the beginning of the course

**Replacement course for:**

IMT4995 Digital Entrepreneurship

**Publish:**

Yes