



NHH



NEW BUSINESS DEVELOPMENT PROFILE

INNOVATION AND ENTREPRENEURSHIP @ NHH

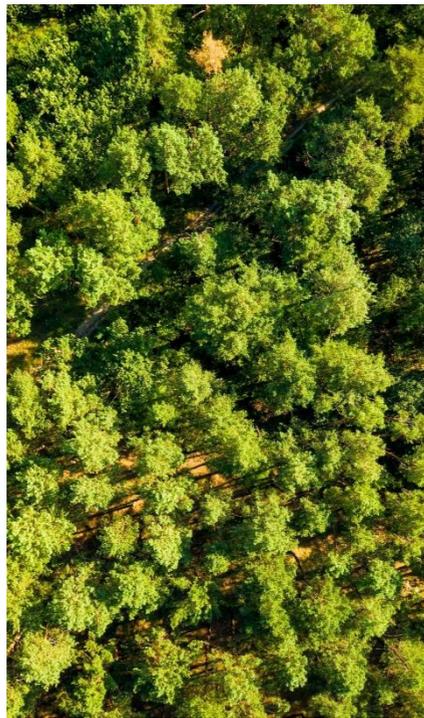
ONLINE INFORMATION SESSION

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A STATE OF FLUX

Global trends and events change the landscape in which companies operate. This forces managers and entrepreneurs to explore and exploit new business opportunities and build sustainable businesses around these opportunities.



Understanding NBD processes



PRESENT-DAY CHALLENGES

demand knowledge, skills and competences on the exploration and exploitation of new business opportunities.

PURSUE A CAREER

as entrepreneur or participant in a startup or business developer in an established firm with growth ambitions.

INTERACTING

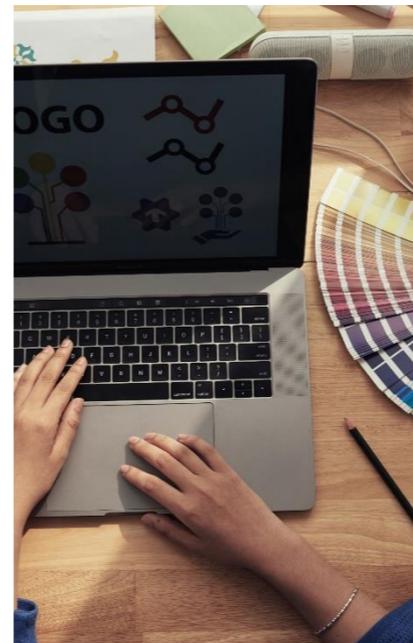
with entrepreneurs, innovators, and business developers that actively pursue new business opportunities



AUXILIARY POWER OF BUSINESS SKILLS

In order to scale and build a sustainable (new) business there is a heavy reliance on business skills:

- Strategy and Business Modelling
- Marketing
- Finance
- Management Accounting
- Business Analytics



DIVERSE SKILLSET



ENTREPRENEURSHIP AND INNOVATION @ BUSINESS SCHOOLS

SOME FACTS

Globally

- 60% of those enrolled in business school see themselves as being engaged with entrepreneurs.
- Increasing number of business school graduates enter in (tech) startups and move away from “traditional” B-School careers.

@ NHH

- Increasing number of students chose a career as entrepreneur.
- High representation of NHH alumni among success Norwegian Startups
- NHH has ambitious and successful student entrepreneurs.



NBD PROFILE @ NHH

The New Business Development program thus draws on the expertise of NHH on commercialization, finance, financial management, international business, strategy, human resources, and economics.

Thus, the subject area is highly interdisciplinary, but covers the following overarching themes:

- The dynamics of innovation and entrepreneurship in start-ups and established corporations.
- The identification, conceptualization and implementation of new business opportunities.
- Managing and scaling up of these new business opportunities.





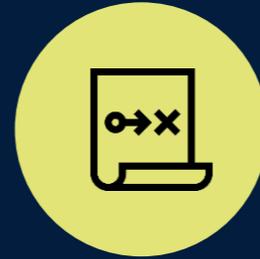
THE PROFILE

The course portfolio of courses in the profile all focus on the following elements



Theory & Practice

Students obtain a strong theoretical foundation but tightly linked to practice



Action

It is participation centered, where you interact with real companies



Growth & Scaling

How you as a business graduate can contribute to the growth and scaling of new and established businesses



OVERVIEW OF COURSES

22.5 ECTS in obligatory courses -- 22.5ECTS in NBD electives -- 30 ECTS master thesis

NBD COMPULSORY (15 ECTS)

THEORY

NBD406 - Strategic Entrepreneurship

PRACTICE-BASED COURSE

NBD405 - NBD in Practice

METHODS COMPULSORY (7.5 ECTS)

STR402A - Methodology for Master Thesis

or

MBM400 - Research for Brand decision

NBD ELECTIVES (22.5 ECTS)

NBD404 - R&D and Intellectual Property

NBD407 - Business Model Innovation

NBD409 - Value-creation by design

NBD412- Platform-based business models

NBD412 – Technology Adoption and Consumer Psychology

STR421 - Competitive Strategy and Entry

MBM428 - Product Development and Design

MBM431- Commercialization of Innovation

FIE457 - Entrepreneurial Finance

BUS446 - Sustainable Business Models

NBD406: Strategic Entrepreneurship

The aim of the course is to provide students with the knowledge, skills and competences to adequately address challenges related to mobilizing resources and strategic positioning in order to create most value out of new business opportunities. .

Pedagogical model

- Students centric teaching
- Case based discussion
- Project based learning

Oral group-based examination





NBD405: NBD in Practice

A platform where students can work on practice-based new business development projects in collaboration with a Norwegian startup

Intensive introduction week at the start of the spring semester.

- Team and team management
- Design Thinking on a real case
- Networking
- Lean Startups

Working on a business development project in collaboration with a growth oriented startup.

- StartupLab
- VIS
- Connect Vest



ELECTIVES

- Electives with a Strategy focus, understanding on how to position the new business development initiative to attract the necessary resources and how you strategically position the business in an uncertain landscape.
- Electives with a marketing focus, understanding how to position products on the market and interact with users and consumers
- Electives with a finance focus, understanding on how to finance new business initiatives.



Strategy focus

- NBD404 R&D and Intellectual Property (F)
- NBD.407 Business Model Innovation
- NBD412 Platform-Based Business Models
- BUS446 Sustainable Business Models (F)
- STR421 Competitive Strategy and Entry

Marketing focus

- NBD409 Value Creation by Design
- NBD412 Technology Adoption and Consumer Psychology
- MBM428 Product Development and Design
- MBM431 Commercialisation of Innovation (F)

Finance focus

- FIE Entrepreneurial Finance (F)



MINOR

22.5 ECTS electives with NBD prefix

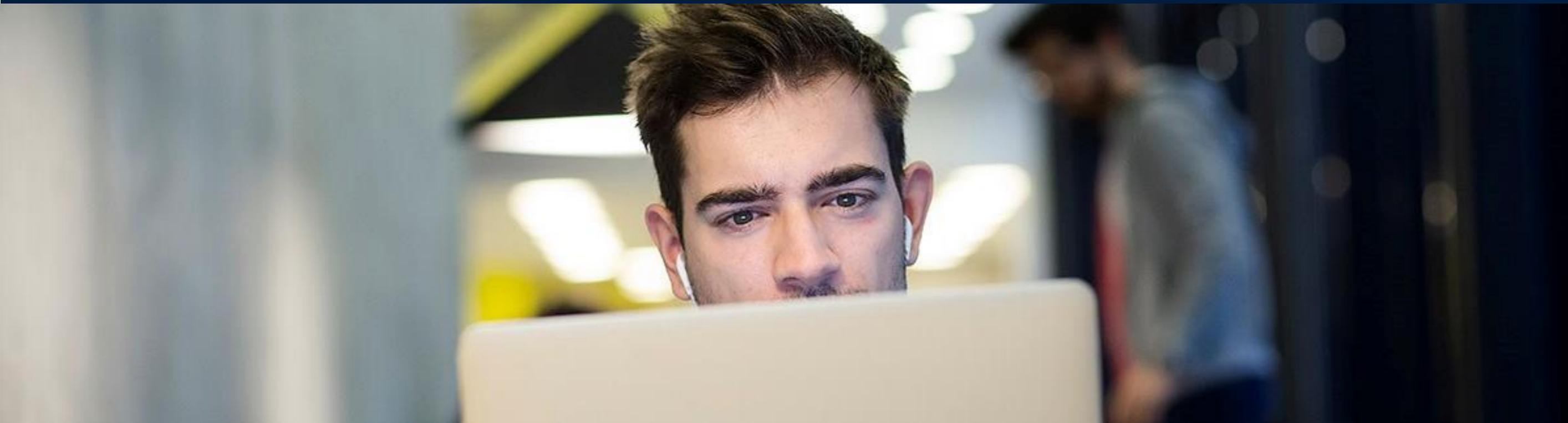
NBD can be combined with any of the other major profiles, but there is particular value in combining it with any of the following profiles.

- Strategy profile
- Marketing profile
- Finance profile
- Business Analytics profile



MASTER THESIS SUBJECTS

There are a broad set of topics available for students in NBD also who write together with students from different background





The focus on practical cases is really what stands out to me.



QUESTIONS

- Check out more details on the NBD profile page: http://tiny.cc/NBD_NHH
- Post question in comment field below.
- Contact me as the profile coordinator via bram.timmermans@nhh.no.
- Keep yourself informed for a follow up information and Q&A session