

# NEW BUSINESS DEVELOPMENT

A minor profile in  
innovation and  
entrepreneurship

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# 85%

# Understanding processes related to innovation and entrepreneurship



## **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



## PROGRAM DETAILS



- Understanding the dynamics of innovation and entrepreneurship in new and established businesses
- Identification, conceptualization and implementation of new business opportunities.
- Managing and scaling up of these new business opportunities.



THEORY & PRACTICE



ACTION



GROWTH & SCALING

# CORE AUTUMN COURSES

**NBD 406: Strategic  
Entrepreneurship**



**NBD 404: R&D and  
Intellectual Property (not  
offered fall 2021)**



**FIE 457: Entrepreneurial  
Finance**

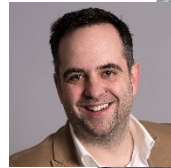


**MBM 432: Commercialization  
of innovation**



# CORE SPRING COURSES\*

**NBD 405: NBD in Practice**



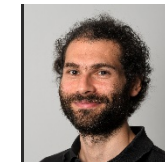
**NBD 407: Business Model  
Innovation in the digital era**



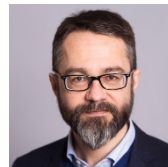
**NBD 409: Value Creation  
by Design**



**NBD 412: Platform-based  
Business Models**



**MBM428 Product  
Development and  
Design**



**NBD 413: Technology  
Adoption and Consumer  
Psychology**



\* Subject to change



Link to the major  
profiles

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# CAREER PROSPECTS



## Involved with a startup

Entrepreneur

Joiner



## Academia

Research career at universities/business schools

Regional research centers



## Public Sector

(semi)public development centers;

Vestlands innovasjonssenter

Public agencies; for example: Innovation

Norway



## Private Sector

Private business development

centers/incubators

Strategy, Development and Corporate venturing Units in established firms;

Established consultancy houses

Helping small business grow







**MORE INFO?**  
**Contact me!**  
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