

## ***Development (20 ECTS)***

### **Content:**

- The “Development” specialization focuses on business developing on emerging markets, and mature markets in Europe.
- The focus is on fundraising/financing, internationalization, culture, business development and growth.
- During the specialization, the student will develop an entrepreneurial mindset useful in both new business ventures and taking existing business to the next level. Develop insights into own strengths and weakness, and work structured with those. Develop on collaboration skills.
- During the semester a study trip to and research on a key market is an integrated element.
- *Offered in English only*

### **Learning objectives:**

#### **The student shall have knowledge of:**

- Sources of funding for entrepreneurs, international expansion, NGO’s
- Public sources of business support
- Contracts (vendor, supplier, exchange rates etc.)
- Various methods of business plan developments
- OLI internationalization model/eclectic models
- International Trade Law (intellectual property, insurance, incoterms and CISG)
- Real options theory
- International auditing and compliance
- Models for managing R&D activities
- National and international cultural values and differences
- Industry and business culture
- Developed, emerging and frontier markets

#### **The student shall have skills in:**

- ROI calculation for actual investments
- Conducting a structured analysis the companies processes and work flow (Business model canvas)
- Drafting partnership programs (distributions & suppliers)
- Practical organizational development
- Cross cultural management
- Selecting relevant growth strategies
- Crafting a business plan for a specific business venture
- Budgeting for entrepreneurs (requirements from banks)
- Evaluating contracts
- Choosing relevant idea generation methods
- Performing a deep industry analysis (collection of primary data)
- Activity based methodology
- Evaluating current credits and capital controls
- Performing Risk analysis’
- Choosing relevant Key Performance Indicators (KPI)
- Assessing cultural differences, nationally and internationally, and opportunities and limitations of culture in international cooperation

**The student shall acquire competencies to:**

- Analyze the company's competencies
- Identify opportunities for the company's business development
- Practical project management skills
- Use English in a business context
- Establish relationship with international partners of a company
- Work professionally with external companies
- Use primary research as a tool for creating recommendations
- Do risk assessment when doing international business
- Assess and recommend a business opportunity for the company in a long perspective
- Price products in foreign markets
- Create a sales pitch for a specific business venture/concept to relevant stakeholders
- Reflect on one's own personal development

**Examination:**

In collaboration with a business or organization, the students must present a business development strategy & plan focusing on a specific market and goal.

The students must present the plan as a sales pitch at the exam. There will be one of 3 potential "stakeholders" present at the exam that the student is to present to.

Before the exam the students must send 3 potential agendas for the meeting/exam (that will be conducted as a sales pitch situation)

Group examination total: 45 min.

Student presentation: 20 min.