Norway Entrepreneurship Program

Purpose/Goal
The Norwegian Entrepreneurship Program is a twelve week program designed to provide student participants with the intellectual insight, practical skills, and personal confidence to move forward successfully as young entrepreneurs. The students are comprised of two categories: “researchers,” who work outside the classroom in an incubator environment on a start-up idea they bring with them from Norway, and “interns,” who are placed in internships with local start-ups and experience the real life challenges of working in a new venture. The academic and real-world dimensions of the course are synchronized across the program.

Objectives
This rigorous program focusing on entrepreneurship and innovation:
• Exposes the students to the entrepreneurial ecosystem required for successful start-up.
• Provides a comprehensive overview of the theory and practice of entrepreneurship.
• Provides the hands-on experience that is critical to the development of successful entrepreneurs.
• Helps students who intend to start new ventures develop their approach and methodology.
• Gives the students the opportunity to communicate and present their ideas to stakeholders persuasively.

Program Components
The program consists of topics related to new venture development such as:
• Entrepreneurial Management – a comprehensive introduction of the theory and practice of opportunity recognition and concept development of new entrepreneurial ventures. A hands-on course about how to start a new venture.
• Entrepreneurship in Action – a course designed to utilize the student internship as a practical illustration of the benefits and challenges specific to entrepreneurial ventures, addressing issues and challenges found in the entrepreneurial environment.
• Entrepreneurship Researchers – this course is designed to help students develop the proper approach and methodology to help commercialize a technology or concept as their “living case study.” The focus of the course is the creation of a professional business plan and presentation for a new venture concept.

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