



**UiO • University of Oslo - Department of Informatics**

# **Welcome to the MSc in Entrepreneurship and Innovation Management program**

**WELCOME SESSION**

**Tuesday August 15<sup>th</sup> 2023**







# WELCOME

**MSc i Entreprenørskap og  
innovasjonsledelse**

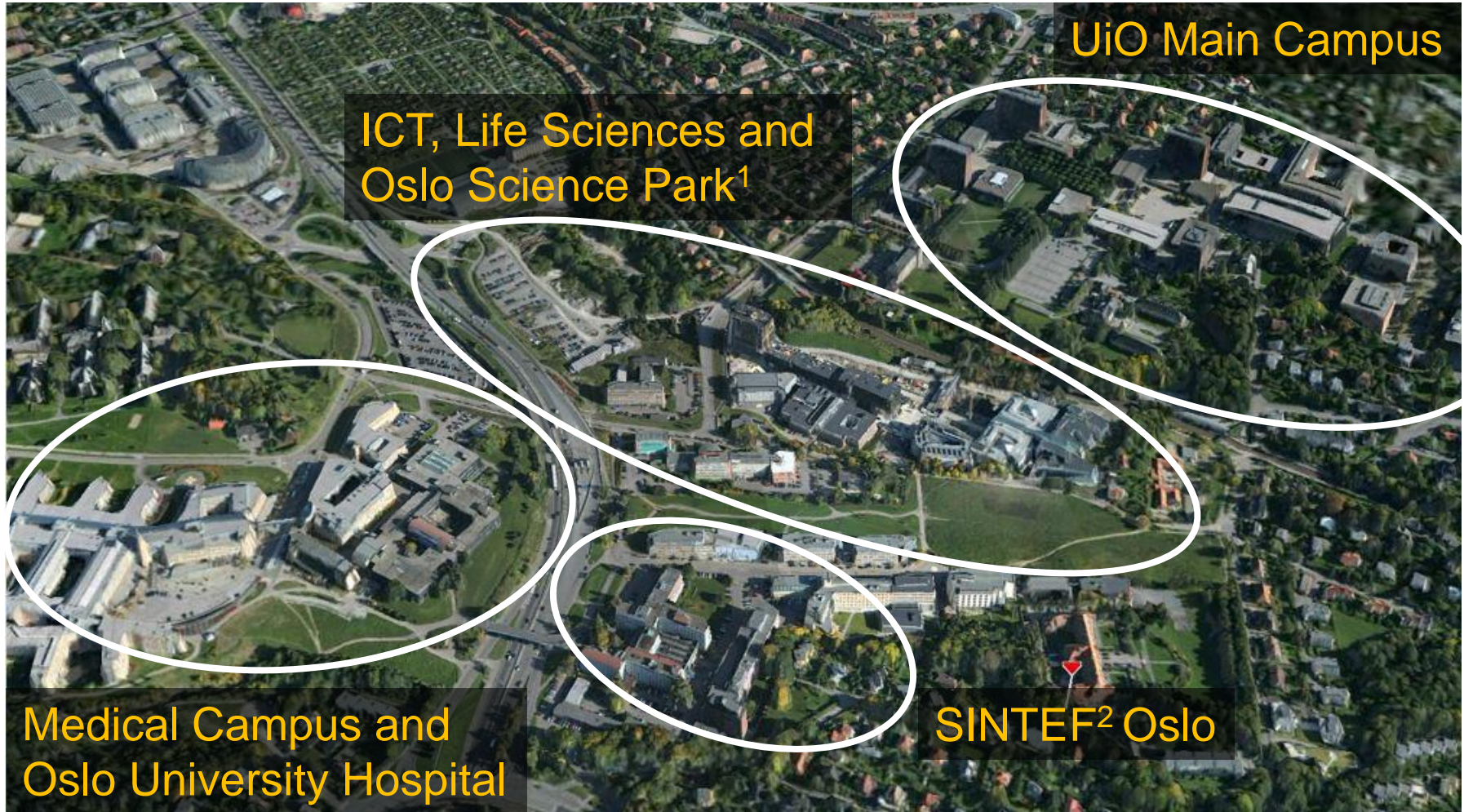
Program Dinner November 2<sup>nd</sup> 2021

# Overview of introductory remarks

- Short introduction to University of Oslo (UiO) and the Department of Informatics (IFI)
- Overriding introduction to the MSc in Entrepreneurship and Innovation Management (ENT) program
  - What the programme about
  - Why invest in a new ENT master
  - Program structure and key characteristics
- Agenda and to-do items for the next nine days
  - IFI Master Week
  - The MSc ENT Kick-off Week
- Questions and answers to the programme
- Information from the student administration
- Questions and answers to selecting your elective course



# A compact and centrally located campus



1: Houses 330 companies and over 3 000 people spanning the ecosystem including three incubators (StartupLab, Aleap, ShareLab) and six cluster organizations

2: One of Europe's largest independent research organizations

# One of the best universities in the Nordics

Quality of research and innovation			Reputation driven metrics	
University	Shanghai Ranking <sup>1</sup>	Reuters' Ranking <sup>2</sup>	University	QS World Ranking <sup>3</sup>
University of Copenhagen	29	42	University of Copenhagen	79
Karolinska Institute	44		Lund University	92
University of Helsinki	57		KTH Royal Institute of Technology	104
<u>University of Oslo</u>	<b>62</b>	<b>32</b>	University of Helsinki	110
Uppsala University	63		Technical University of Denmark	112
Aarhus University	65	84	Uppsala University	117
Stockholm University	77		Chalmers Karolinska Institute	128
Technical University of Denmark	} 101-150	9	<u>University of Oslo</u>	<b>135</b>
Lund University			Aalto University	140
<u>NTNU</u>			Aarhus University	141
University of Gothenburg			<u>University of Bergen</u>	171
KTH Royal Institute of Technology	151-200		Stockholm University	200
<u>University of Bergen</u>	201-300		<u>NTNU</u>	363
<u>University of Tromsø</u>	na		<u>University of Tromsø</u>	369
<u>NMBU</u>	na		<u>NMBU</u>	na

1: Shanghai Ranking, Academic Ranking of World Universities 2018. Does not consider an institution's reputation among academics or employers.

2: Reuters' ranking of Europe's 100 Most Innovative Universities 2018. Consider the number and impact of patents and article-citations from industry and patents.

3: QS World University Ranking 2019. 40% of a university's total score is decided by academic reputation.



# Why invest in a new ENT degree? – The situation



# Students will enter a changing job market

## Fundamental changes and driving forces

Complete mobile digital ecosystems on a global scale

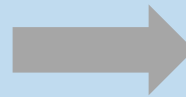


## Important effects and consequences

- Changing consumer behavior
- New services enter the market

Highly scalable technologies are entering the market:

- Artificial Intelligence
- Advanced Analytics
- Big Data
- 3D Printing



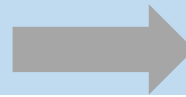
- Changing value-delivery processes and business models in many existing industries
- Many existing jobs will change or become redundant through partial or full automation

Transitioning from an oil based economy to renewable energy



- Fundamental changes in the energy sector
- Changing political power alliances

Continued globalization ?



- Increased global competition ?

# Businesses will look for a new set of skills

Skill area	Examples of skills	Interfacing with people	Applying expertise	Managing/developing	Change in relevance
<b>Social</b>	<ul style="list-style-type: none"> <li>Negotiation skills</li> <li>Social perceptiveness</li> <li>Virtual-collaboration skills</li> </ul>				
<b>Technical</b>	<ul style="list-style-type: none"> <li>Programming skills</li> <li>Technology-design skills</li> <li>Maintenance skills</li> </ul>				
<b>Problem solving</b>	<ul style="list-style-type: none"> <li>Problem-solving skills</li> <li>Adaptive thinking</li> <li>Design mind-set</li> </ul>				
<b>Process</b>	<ul style="list-style-type: none"> <li>Resource management skills</li> <li>Transdisciplinary skills</li> </ul>				
<b>Physical</b>	<ul style="list-style-type: none"> <li>Fine motor skills</li> <li>Body coordination</li> <li>Physical strength</li> </ul>				
<b>Basic</b>	<ul style="list-style-type: none"> <li>Reading, writing and basic mathematical skills</li> <li>Basic ICT literacy</li> </ul>				

Particularly relevant  
 Somewhat relevant  
 Not relevant

Note: Studying the nine digital front-runner countries Norway, Sweden, Finland, Denmark, Belgium, Netherlands, Luxemburg, Ireland and Estonia.  
 Source: McKinsey Global Institute "Shaping the future of work in Europe's digital front-runners" (2017)



# Why invest in a new ENT degree? – What we offer



1. You will attain real-life experience in corporate entrepreneurship within a global firm
2. You will attain real-life training in starting your own firm in StartupLab
3. You will develop key skills you will need throughout your career.
4. You will be part of Norway's most cutting-edge innovation ecosystem
5. You will be much more prepared and competitive in an increasingly interdisciplinary and frequently changing job market

# Key program characteristics

Assumes no prior knowledge

- All courses are compulsory to ensure consistent and necessary learning. Only one elective course
- Participation in all lectures are mandatory in all courses.
- Covers both new venture and corporate entrepreneurship

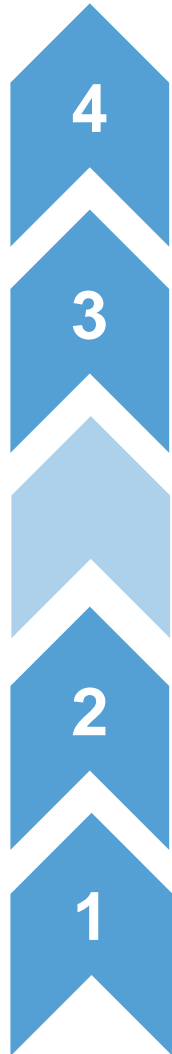
Places a lot of emphasis on group work

- Semester 1 to 3 are organized as integrated experiences with semester-long student groups across all courses
- All lectures are physical in classroom
- In all courses your final grade is 50/50 based on your individual performance and your group's performance

Both practice-based and research-based

- Subjects are taught by lecturers with a combined academic and practitioner background
- Learning is reinforced through semester-long projects
- Value of research-based knowledge is learned through a research course and the MSc thesis in the 3. to 4. semester

# The program structure



## Academic Research & Master thesis

- Learning how to relate to and use academic work and knowledge by, on a selected topic, conducting own research and writing up an academic master thesis.

## Corporate Entrepreneurship

- Focuses on how to meet the challenge of venture creation within existing organizations
- Student teams conducting actual innovation projects inside one of our corporate partners
- Research methodologies and introduction to cutting edge research topics.

## Optional summer internship abroad

- Experiencing the entrepreneurial culture first hand working as an intern in a local start-up company for ten weeks in either San Francisco, Boston, Houston or Toronto.

## New Venture Creation and Growth

- Focuses on how to meet the challenges of starting and growing a company from scratch
- Student groups operating as founding teams develop their own start-up project in close collaboration with a local incubator.

## Introduction to Entrepreneurship

- Thorough introduction to major business-, entrepreneurship- and leadership topics.
- Through-going student groups in all courses for the entire semester serving as an active learning arena for building skills and knowledge within teamwork and team leadership.



# The start-up experience – Second semester



Vi kombinerer maskinlæring  
og styliker

**STARTUP  
LAB**

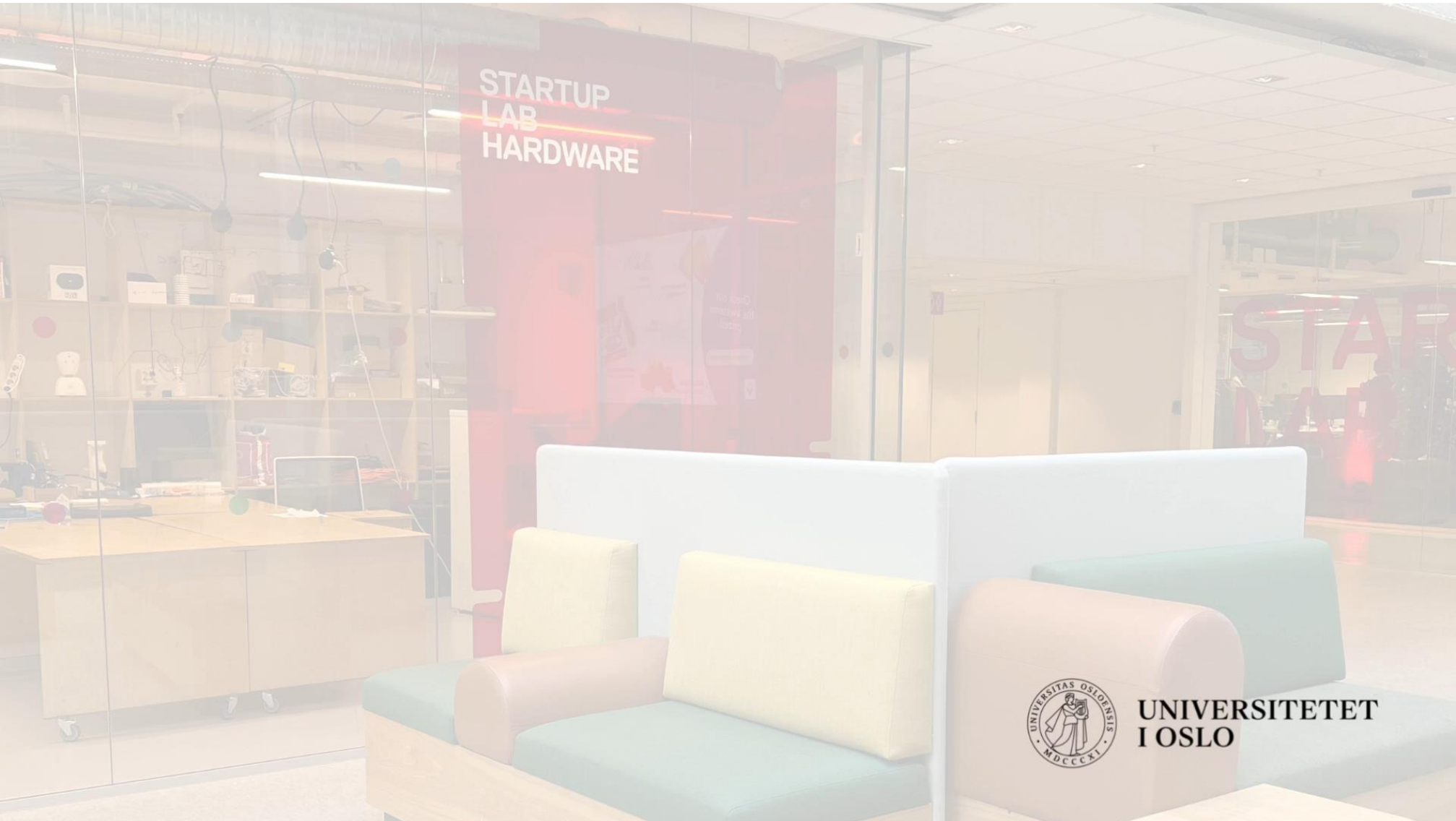
1. Student groups operating as founding teams develop a start-up project of their own choosing
2. You must evangelize and build support for the project to both your peers and to the program
3. Opportunity to develop the project in StartupLab during the second semester
4. Possibility to apply for 1 Mill NOK in Stud-ENT funding from the Norwegian Research Council in the 4<sup>th</sup> semester
5. Regardless of success, you may find people you will like to work with in the long run

# The corporate experience – Third semester



1. All students are assigned to a self-governing team that develops real innovation projects for our corporate partners
2. The selected project represent all major issues for the respective company
3. The group composition will be based on your past performance in the first two semesters
4. You will work together with third semester master students from the Digital Economy and Leadership program
5. You will attain insight onto the selected company, its management and the strategic innovation challenges the company face

# The corporate experience – Third semester

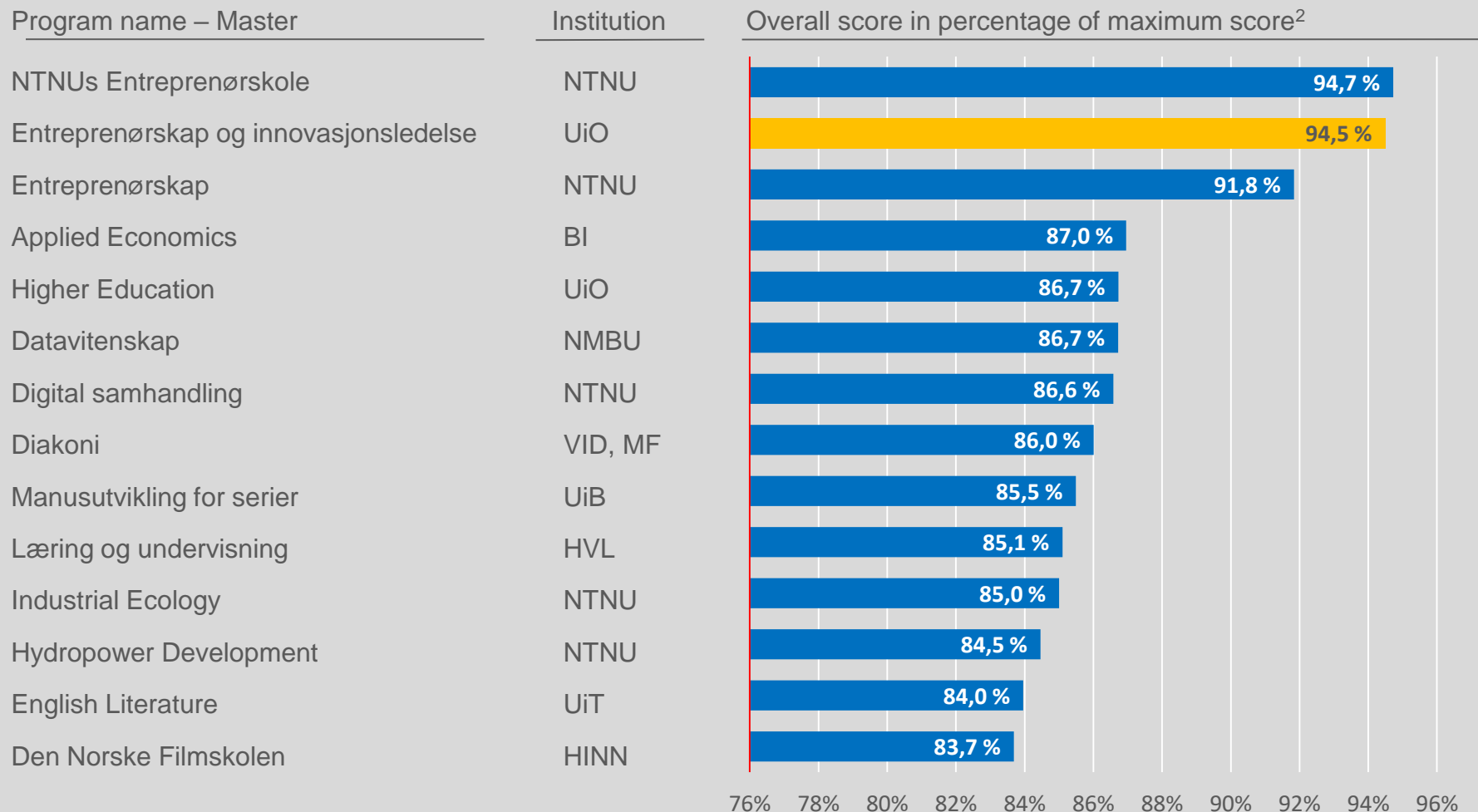




# MSc ENT excels on national student ranking

The 14 highest ranked out of 378 full-time master's programs in Norway

Overall score<sup>2</sup> from Studiebarometeret 2021<sup>1</sup>



1: NOKUT har for Studiebarometeret 2021 publisert svar fra 1051 utdanningsprogram. Av disse er 378 heltids masterprogram og 610 heltids bachelorprogram.


2: Gjennomsnittet av indekserte resultater fra 14 ulike temaer, totalt 56 spørsmål, hvert rangert fra 1 til 5 der 5 er best. 100% tilsvarer et gjennomsnitt på 5,0

Kilde: NOKUT, Studiebarometeret 2021

# An active alumni organization



## [UiO: Entrepreneurship Alumni LinkedIn Group](#)

 Fahd Newaz • 1st  
PHD Student at University of Oslo (UiO)  
2mo • Edited •

A privilege to host the first Alumni gathering for graduates of the Masters program in Entrepreneurship and Innovation Management at the [Universitetet i Oslo](#). We were graced with the presence of alumni who graduated from the 1st batch, all the way to students who will graduate in 2024.

What an honour to be part of this amazing group of people with such a rich and diverse range of experiences and expertise!

It was inspiring to talk to all of you, and hear alumni stories from [Frode Jensen](#), [Julian Hjallum](#) and [Daniel Arevalo](#).

A special thanks to [Cato-André Erichsen Ordemann](#) and [Erik August Drivflaadt](#) for joining me in pulling this off, and of course [Jens Petter Falck](#) for your continuous support to us, and to all of your students.

Thank you everyone who came last night, and made this event such a success! Looking forward to taking this forward together!

[#innovation](#) [#entrepreneurship](#) [#uio](#) [#oslo](#) [#success](#) [#alumni](#) [#community](#) [#network](#) [#letsgo](#)



# The next nine days

Tuesday 15<sup>th</sup>  
– Friday 18<sup>th</sup>

- IFI Master Week 2023
  - See separate program on the [Start of Studies](#) webpage.

Monday 21<sup>st</sup>  
– Friday 25<sup>th</sup>

- **The MSc in Entrepreneurship and Innovation Management Kick-off Week 2023**
  - Starts on August 21<sup>st</sup> at 09:00 in lecture room C (OJD: 3437)
  - You will be assigned into student groups, each group shall develop and pitch an investment proposition by Friday afternoon.
  - The purpose is to bring you all together, get acquainted with each other and to get a sense of what the programme is all about
  - Social activities organized by the second year students
  - Mandatory participation. Getting to know your fellow students is critical to both your well-being and learning

Monday 28<sup>th</sup>

- Lectures starts at 09:15. All lectures mandatory



# Questions