

TOOL | MINI PROJECT

How is the tool linked to Entrepreneurship PBL?

The Mini Project belongs to the Entrepreneurship PBL model's problem orientation phase. The method aims to combine and apply theories, methods and techniques to solve a complex idea of entrepreneurship.

What is the tool?

The Mini Project aims to develop a coherent presentation of an idea into entrepreneurship using selected theories, methods and techniques.

What can be achieved by using a 'Mini Project'?

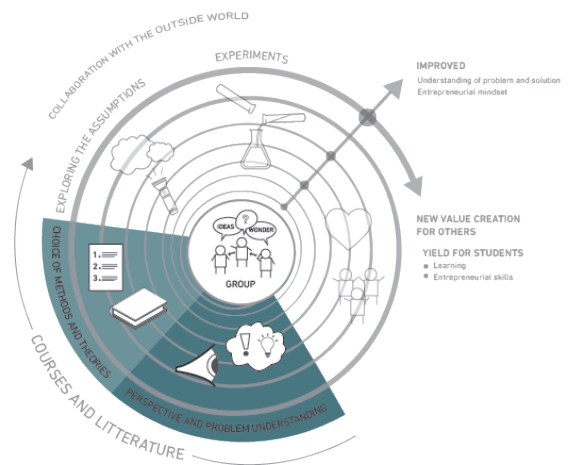
The Mini Project integrates individual notes, models, sketches, etc. into a description of the idea, where individual contributions are seen in context.

Thus, the Mini Project encourages critical reflection on the application of theories, methods and techniques. What is their contribution? Can they be meaningfully combined? Do they overlap? Do they complement each other? And so on.

The Mini Project helps create an overview and see connections and also increases the ability to give constructive criticism of theories, methods and techniques.

In relation to practical entrepreneurship, the Mini Project can be used as a first proposal for how an idea can be put into practice.

In relation to a potential exam in entrepreneurship, the Mini Project helps create an overview and provide a critical and constructive understanding of the theoretical and conceptual elements of the subject. The Mini Project is not included in the assessment, and students can prioritise the parts of the project they find most relevant.



How is it used?

The Mini Project is used by individual students or project teams working on a business idea. This idea should preferably be rooted in the students' professionalism.

The Mini Project can very well be related to their ordinary project work in the same semester.

The Mini Project is facilitated by teachers who provide feedback and coach as required.

The Mini Project can be completed by individual students or groups of students. The project is conducted continuously through the course, as a tool to develop an understanding of the individual elements in relation to a single idea.

A typical Mini Project can be found on pages 15-25. The teachers offer feedback on drafts along the way.

The Mini Project must meet a number of substantive requirements:

- Describe a business idea using the central literature for the course.
- Choose whether to describe an idea for entrepreneurship or intrapreneurship. How can your particular expertise support the idea?
- Develop a business model based on the concepts, tools, techniques and theories behind the course.
- Describe and explain the phases or activities you will use in the realisation of your idea. How would you go about it in practical terms? What recommendations from the course literature do you follow?
- Characterise and discuss your idea based on models or theories like Porter's five forces, Porter's value chain, resource-based theory, knowledge-based theory, change management or similar.
- Describe the key elements of your business model. For example, your expertise, value propositions, partners, customer segments, etc.
- Discuss strengths and weaknesses of the business model. Do you expect the model to change over time?
- Discuss the use or relevance of possible patterns for business models.
- Discuss key elements in your choice of strategy — e.g. whether you are following a Red vs. Blue Ocean strategy or Lean Startup.
- Will you follow a plan-driven or agile process during the realisation?
- Describe the theoretical paradigm your Mini Project rests on. Justify the choice of paradigm.

Sources

Osterwalder, A., Pigneur, Y., In Clark, T., and Smith, A. (2010). Business model generation: A handbook for visionaries, game changers, and challengers.

Contact

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