



UiO • University of Oslo - Department of Informatics

Welcome to the MSc in Entrepreneurship and Innovation Management program

WELCOME SESSION

Tuesday August 12th 2025



A large group of approximately 30 people, mostly young adults, are posing for a group photo in an ornate, historic hall. The group is arranged in several rows, with some people standing and others kneeling or sitting in the front. They are dressed in semi-formal attire, including blazers, sweaters, and dresses. The hall features high ceilings with arched windows, a large chandelier with multiple light bulbs, and walls adorned with numerous framed portraits. The overall atmosphere is warm and celebratory.

WELCOME

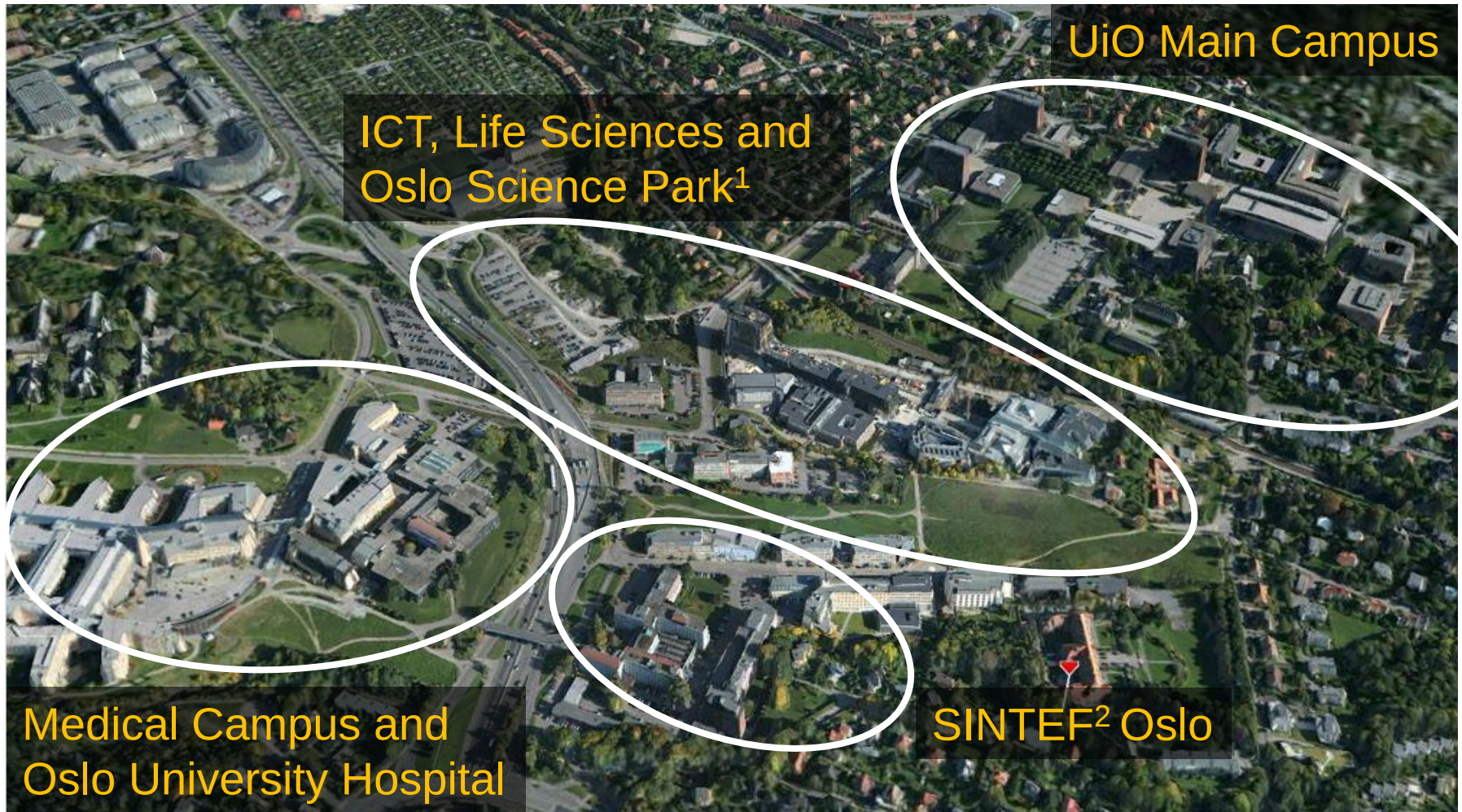
**MSc i Entreprenørskap og
innovasjonsledelse**

Program Dinner November 2nd 2021

Overview of introductory remarks

- Short introduction to University of Oslo (UiO)
- Overriding introduction to the MSc in Entrepreneurship and Innovation Management (ENT) program
 - What the programme about
 - Why invest in a ENT master
- 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

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

University	Shanghai Ranking 2024 ¹
University of Copenhagen	32
Karolinska Institute	43
<u>University of Oslo</u>	72
Aarhus University	80
Uppsala University	88
University of Helsinki	99
Lund University	} 101-150
Stockholm University	
University of Gothenburg	
<u>NTNU</u>	} 151-200
Technical University of Denmark	
<u>University of Bergen</u>	201-300
<u>University of Tromsø</u>	501-600
<u>NMBU</u>	701-800

Reputation driven metrics

University	QS World Ranking 2024 ²
KTH Royal Institute of Technology	73
Lund University	85
Uppsala University	105
University of Copenhagen	107
Aalto University	109
University of Helsinki	115
<u>University of Oslo</u>	117
Stockholm University	118
Technical University of Denmark	121
Chalmers Karolinska Institute	129
Aarhus University	143
<u>University of Bergen</u>	281
<u>NTNU</u>	292
<u>University of Tromsø</u>	577
<u>NMBU</u>	1201-1400

1: Shanghai Ranking, Academic Ranking of World Universities 2024. Does not consider an institution's reputation among academics or employers.

2: QS World University Ranking 2024. 40% of a university's total score is decided by academic reputation.

Modern and attractive facilities



- Ole-Johan Dahls Hus
- Department of Informatics



- New life science building
- To be completed 2026

Proximity to an advanced innovation ecosystem

UiO's ecosystem within entrepreneurship and innovation

Department of Informatics

Oslo Science Park

- 300 companies with 3000 employees

Incubators

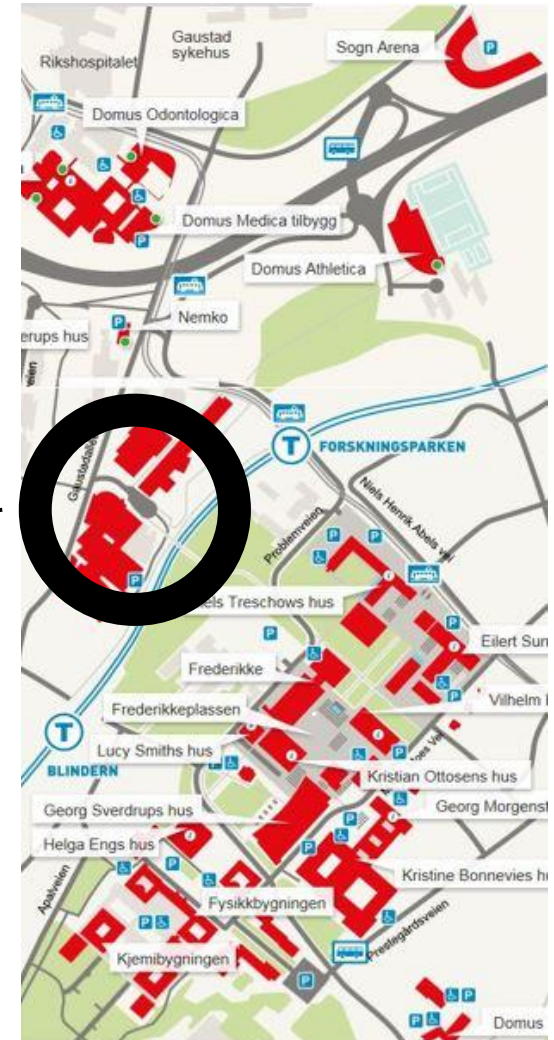
- StartupLab – Technology
- Aleap – Health
- ShareLab – Biotech, Pharma

Networks and Cluster

- UiO iHub
- Norway Health Tech
- The Life Science Cluster
- Health2B
- Oslo Science City

Others

- Invent2 (Technology Transfer Office)



Why invest in a new ENT degree? – The situation



Students are entering a changing job market

Fundamental changes and driving forces

Complete mobile digital ecosystems on a global scale

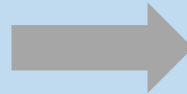


Important effects and consequences

- Changing consumer behavior
- New services enter the market

Highly scalable technologies are entering the market:

- Artificial Intelligence
- Advanced Analytics
- Automation and Robotics
- 3D Printing



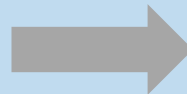
- Changing value-delivery processes and business models in many existing industries
- Many existing jobs will change or become redundant through partial or full automation

Transitioning from an oil based economy to renewable energy



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

Transition from globalization to regionalization



- Increased global / regional competition

Businesses are looking for a new set of skills

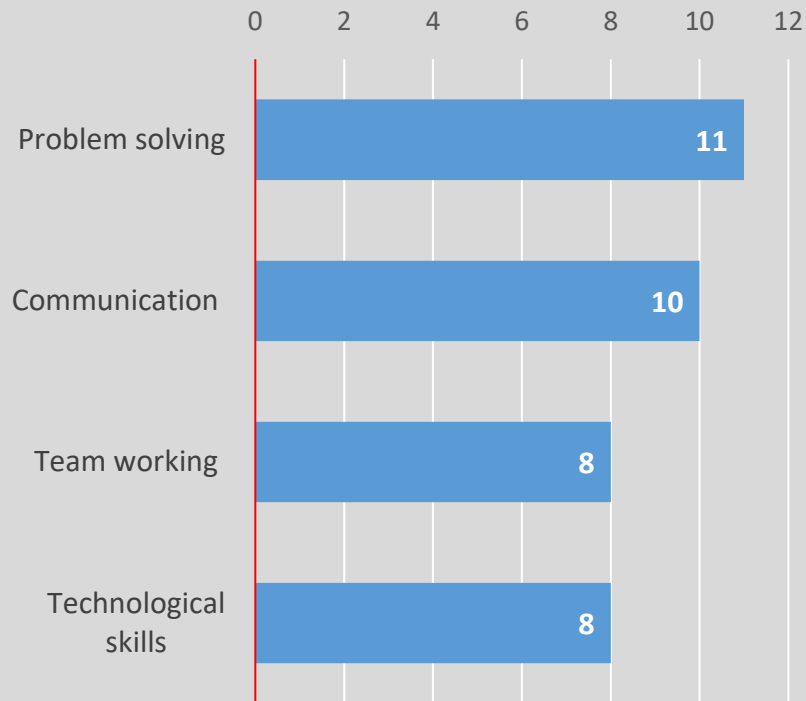
Skill area	Examples of skills	Interfacing with people	Applying expertise	Managing/ developing	Change in relevance
Social	- Negotiation skills - Social perceptiveness - Virtual-collaboration skills				
Technical	- Programming skills - Technology-design skills - Maintenance skills				
Problem solving	- Problem-solving skills - Adaptive thinking - Design mind-set				
Process	- Resource management skills - Transdisciplinary skills				
Physical	- Fine motor skills - Body coordination - Physical strength				
Basic	- Reading, writing and basic mathematical skills - Basic ICT literacy				Particularly relevant Somewhat relevant Not relevant

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

Employers' perspective on key skills

Most important employability skills as seen from the employer

Number of articles in a pool of 15 studies selecting the specified skill as a key employability skill¹



Problem-solving – Ability to identify a discrepancies or opportunities and taking actions to resolve the deficiency or take advantage of the opportunity

Communication skills – Ability to speaking, listening, writing and reading

Team working skills – Ability to building relationships and working with other people

Technological skills – IT skills

1: Literature study of 15 articles

Source: (1) N. Fajaryati et al, *Open Engineering* **10** (1), 595–603 (2020);

(2) I.M. Suarta et al, *Advances in Social Science, Education and Humanities Research* **102**, 337-342 (2017)

The program's overall value proposition

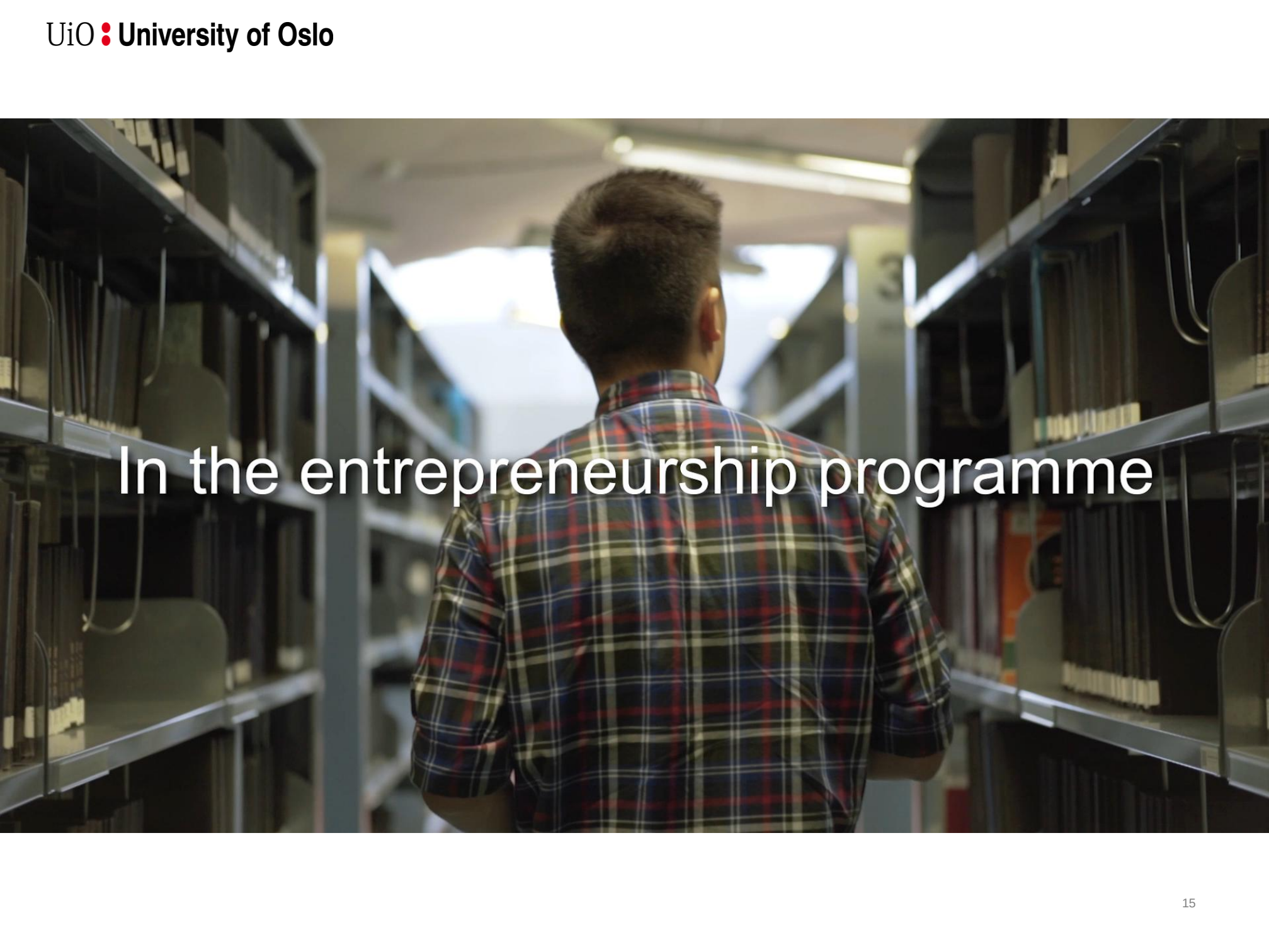
Entrepreneurship and Innovation Management

For
society

- To educate graduates with skills within both technology, entrepreneurship and team leadership that are **capable of commercializing new services and products** in both well-established enterprises and start-up companies.

For
students
who...

- Aspire to become an **innovative entrepreneur** in an **existing firm**
or
- Want to **stay competitive** in an increasingly interdisciplinary and frequently changing job market
or
- Dream of **starting your own company**, maybe not now, but after gaining sufficient work experience and industry knowhow

A person with short brown hair, wearing a blue, red, and white plaid shirt, is seen from behind, walking down a long aisle in a library. The aisle is lined with tall metal bookshelves filled with books. The lighting is soft and even, creating a quiet, studious atmosphere. The text "In the entrepreneurship programme" is overlaid in white, sans-serif font across the center of the image.

In the entrepreneurship programme

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

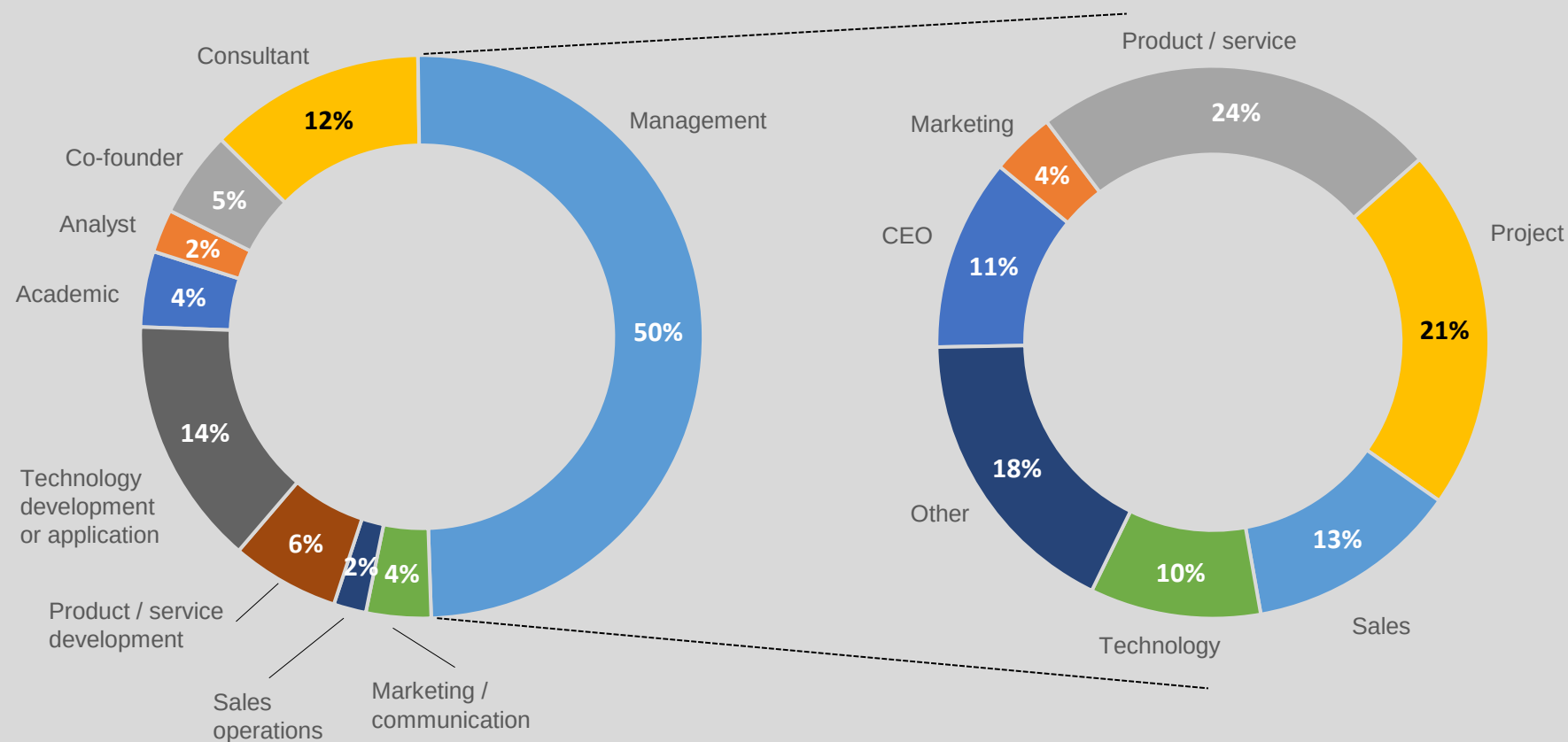
Both practice-based and research-based

- 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

Great job-prospects post graduation

**The vast majority of our alumni work in established firms
with ½ within management positions**

Current job positions among MSc ENT alumni in percentage



An active MSc ENT 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 #lets go



The next nine days

Tuesday 12th
– Friday 15th

- IFI Master Week 2025
 - See separate program on the [Start of Studies](#) webpage.

Monday 18th –
Friday 22nd

- **The MSc in Entrepreneurship and Innovation Management Kick-off Week 2025**
 - Starts on August 18th at 09:00 in lecture room Java (OJD: 2423)
 - 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
 - Mandatory participation. Getting to know your fellow students is critical to both your well-being and learning

Monday 25th

- Lectures starts at 09:15. All lectures mandatory

Questions