



APPLIES TO ACADEMIC YEAR 2004/2005

## NVH 0239 Retail innovation

### Program

Bachelor's Program in Trade and Retail Management

### Responsible for the course

Peder Inge Furseth

### Department

Innovation and Economic Organisation

### Term

According to study plan

### ECTS Credits

6

This course presents the field of innovation and indicates how innovation can be implemented in retail, bank and consumer service companies.

### Objective

This course gives an introduction to the field of innovation and presents the most important models and types of innovation. Students are given an overview of innovation in some of the largest, international retailers, banks and consumer service companies. There is an emphasis on how innovation is to be implemented in such companies.

### Prerequisites

Students must have knowledge of internationalisation and strategic management.

### Compulsory literature

This following literature is available in the reader:

Deakins, David. 1999. *The Entrepreneurship and small firms. 2nd ed.* London: McGraw-Hill. chap. 1, pp. 7-32

Freeman, Chris and Luc Soete. 1997. *The economics of industrial innovation*. 3rd ed. London: Pinter, chap. 8, pp. 1977-226.

Harvard Business Review 2001. *Harvard Business Review on Innovation*. Harvard Business School Press. 206 pp.

Herlau, Henrik og Helge Tetzschner. 1999. *Fra jobtager til jobmager – model 2. 2. utg.* Fredriksberg: Samfundslitteratur. pp 87-118

Pinchot, Gifford and Ron Pellman. 1999. *Intrapreneuring in action: a handbook for business innovation*. San Francisco: Berrett-Koehler Publ. pp. 77-102.

Spilling, Olav R. red. 1998. *Entreprenørskap på norsk*. Bergen-Sandviken: Fagbokforlaget, chap. 9, pp 197-212.

Tidd, Joe, John Bessant and Keith Pavitt. 2001. *Managing innovation. 2nd ed.* Chichester: Wiley, chap. 1, pp 3-35.

Utterback, James M. 1996. *Product innovation as a creative force. 2. Mastering the dynamics of innovation*. Boston, Mass.: Harvard Business School Press, chap. 3, pp 57-77.

Wheeler, Steven and Evan Hirsh. 1999. *Channel champions: how leading companies build new strategies to serve customers*. Chap.1, pp 3-17 and chap.7, pp 133 -244, San Francisco. Calif.: Jossey Bass Wiley.

### Recommended literature

Elliot, Steve, red., 2002. *Electronic Commerce. B2C Strategies and Models*. Chichester, UK: John Wiley & Sons. Pp 291-343

Gallouj, Faix. 1997. Innovation Theory. towards a Neo-Schumpeterian Theory of Innovation i Services? *Science and Public Policy*, December, pp. 405-420.

Miles, Ian. 1993. Services in the New Industrial Economy. *FUTURES*, July/August, pp. 653-672.

Sherwood, Dennis. 2001. *Smart things to know about innovation and creativity*. Oxford: Capstone.

### Course outline

- Innovation as competitive strategy
- The concept of innovation
- Innovation as creating a new market
- Innovation as adaptation
- Strategic innovation

- The Internet as innovation
- Organisational structure, environment, and types of innovation
- Implementation of innovation

**Computer-based tools**

The Internet

**Course structure**

The course consists of 36 hours of classes, group work, and presentations by students

**Evaluation**

There is a 72-hour take home examn, which may be solved in group of 1-3 students

**Evaluation code(s)**

NVH 02391 - Take home examn counts for 100% of the grade in MVH 0239 Retail innovation, 6 credits.

**Aids at the examination**

All aids are permitted

**Makeup exam**

Next ordinary examn