



APPLIES TO ACADEMIC YEAR 2006/2007

NVH 0239 Retail innovation

Program

Bachelor in Retail Management (3. year)

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

Articles:

Drucker, P.F.. 1985. The discipline of innovation. Harvard Business Review. vol 63, issue 3. 6 sider

Tether, B. Des. 2003. The sources and aims of innovation in services: variety between and within sectors. Economics of Innovation and New Technology. Vol 12, issue 6. 481-505

Other:

Furseth, Peder Inge. Kompendium i NVH 0239 Innovasjon i varehandelen. Følgende litteratur er satt inn i et kompendium:

Deakins, David. 2003. Entrepreneurship and small firms. 3rd ed. London: McGraw-Hill. Kapittel 1

Freeman, Chris og Luc Soete. 1997. The economics of industrial innovation. 3rd ed. London: Pinter. Kapittel 8, ss. 197-226.

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. Ss. 87-118.

Pinchot, Gifford og Ron Pellman. 1999. Intrapreneuring in action: a handbook for business innovation. San Francisco: Berrett-Koehler publ. Ss. 77-102.

Spilling, Olav R. red. 1998. Entreprenørskap på norsk. Bergen-Sandviken : Fagbokforlaget. Kap 5., ss. 95-120, og kap 9, ss. 197-212

Tidd, Joe, John Bessant og Keith Pavitt. 2001. Managing innovation. 2nd ed. Chichester: Wiley. Kapittel 1, Ss. 3-35.

Utterback, James M. 1994. Mastering the dynamics of innovation. Boston, Mass.: Harvard Business School Press. Kap 3, ss. 57-77.

Wheeler, Steven og Evan Hirsh .1999. Channel champions: how leading companies build new strategies to serve customers. Kap 1 ss. 3-17 og kap 7 ss. 133-144. San Francisco. Calif.: Jossey Bass.

Recommended literature

Books:

Elliot, Steve, red. 2002. Electronic commerce : B2C strategies and models. Chichester: Wiley. ss. 291-343
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 exam, which may be solved in group of 1-3 students

Evaluation code(s)

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

Aids at the examination

All aids are permitted

Makeup exam

A re-sit is held in connection with the next scheduled exam in the course.