



APPLIES TO ACADEMIC YEAR 2009/2010

GRA 3109 Corporate Innovation

Programme

Master of Science in Innovation and Entrepreneurship, Master of Science in Business and Economics, Specialization Course

Responsible for the course

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

The course provides an overview of challenges and options facing the enterprise in sustaining intrapreneurship and innovation as a key to commercial success. The course introduces core economic/financial, organizational, technological and knowledge perspectives on innovation and how these factors interplay in dynamic value creation.

The course also focuses on operative models and techniques for corporate innovation, including, incubator systems, spin-inns and spin-offs, venture-systems and how they can play together within the context of the firm and its value network. Based on theoretical and practical applications, the course discusses the strengths and weaknesses of each form as well as the challenges of combining various and partly competing models within the firm.

The course will also provide a first introduction to the complex interplay between firms, industrial networks and public institutions in industrial development and innovation.

Conceptually this interplay is analysed within a systems of innovation perspective

The students will be assigned investigations and analysis of actual models of innovation in Norwegian firms, as part of the course-work.

Learning outcome

The course will enhance the students' basic theoretical understanding of corporate innovation and familiarize them with practical applications in core Norwegian enterprises within telecommunication, energy, the maritime and service-sectors based on ongoing research at the NSM.

Acquired knowledge

Students should know about key dimensions involved in corporate innovation. They should also know the major challenges occurring in various stages of the product cycle

Acquired skills

The student should be able to reflect – orally as well as in writing - upon the dynamic challenges of corporate innovation and be able to design innovation strategies. They should be able to analyse corporate from organisational, financial and knowledge focused points of view. They should also be able to analyse the interplay between corporate innovation and policy.

Reflection

Students should develop a constructive as well as critical attitude towards the multitude of approaches to corporate innovation.

Prerequisites

A bachelors degree qualifying for admission to the MSc Program

Compulsory reading

Collection of articles:

Atle Midttun og Nils-Otto Ørjasæter. Litteratur til GRA 3109 Corporate Innovation

Other:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Recommended reading

Course outline

The course will concentrate on the following themes:

- Invention, innovation, entrepreneurship and intrapreneurship, a brief conceptual clarification
- Introduction to innovation systems and dynamic processes
- Why is innovation and intrapreneurship important to the firm?
- Innovation as an organisational challenge to the firm
- Innovation as an economic challenge to the firm
- Strategic approaches and process models for intrapreneurship
- IPR and IPR strategies
- Commercialisation methods, ex: spin inns/ spin offs
- Innovation at the boundary: Industrial supplier networks as innovation arenas
- Corporate venturing
- Mergers and acquisitions as an innovation strategy
- public policy and business innovation

Case Examples

To demonstrate practical applications, the course will have invited presentations from leading Norwegian enterprises in class

Computer-based tools

standard, Blackboard/homepage

Learning process and workload

36 hours divided into regular lectures and workshops including paper presentations

In this course class attendance is mandatory. Unexcused absence can result in a lower score. Specific Information regarding student evaluation will be provided in class.

Please note that while attendance is not compulsory in all courses, it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/Blackboard or text book.

Examination

Paper: maximum 25 pages and 3 students pr. paper 70%

Exam: 3 hours written exam 30%

Mandatory class participation and presentations

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation.

Exam code(s)

GRA 31093 (100%)

Examination support materials

Paper: all aids are allowed.

Exam: Only bilingual dictionary allowed.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.
<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

Additional information

Honor Code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academic integrity. If you have any questions about your responsibilities under the honor code, please ask.