



APPLIES TO ACADEMIC YEAR 2009/2010

NVH 0239 Retail innovation

Programme

Bachelor in Retail Management (3. year)

Responsible for the course

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

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 reading

Articles:

- Drucker, P.F. 1985. The discipline of innovation. Harvard Business Review. vol 63, issue 3. 6 sider
- Mansury, M A & J H Love. 2008. Innovation, productivity and growth in the US business services: A firm level analysis. Technovation 28. ss 52-62
- Oke, A. 2007. Innovation types and innovation management practices in the services companies. International journal of operations and production management. Vol 27(6). ss 564-587
- Selden, L & I C MacMillan. 2006. Manage customer-centric innovation - systematically. Harvard Business Review. April. ss 108-116
- 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
- Harvard Business Review 2001. Harvard Business Review on Innovation. Knowing a Winning Business Idea when you see one. Harvard Business School Press. ss 77-102.
- Herlau, Henrik og Helge Tetzschner. 1999. Fra jobtager til jobmager : model 2. 2. utg. Fredriksberg: Samfundslitteratur. s 87-118.
- Spilling, Olav R. red. 1998. Entreprenørskap på norsk. Bergen, Fagbokforlaget. Kap 5 og 9
- Spilling, Olav R. red. Utvalg fra NyskapingNorge. Bergen, Fagbokforlaget. ss 15-31, 87-92, 114-117, 128-131.
- Tidd, Joe, John Bessant og Keith Pavitt. 2001. Key issues in innovation management. Managing innovation. 2nd ed. Chichester: Wiley. Kapittel 1, ss 3-35
- Utterback, James M. 1996. Product innovation as a creative force. Mastering the dynamics of

innovation. Boston, Mass.: Harvard Business School Press. Kap 3
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 Wiley
www.bedin.no/dokumenter. Eks på disposisjon på forretningsplan, 2 s

Recommended reading

Books:

Elliot, Steve, red. 2002. Electronic commerce: B2C strategies and models. Chichester: John Wiley & Sons. 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

Examination

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

Exam code(s)

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

Examination support materials

All aids are permitted.

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

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

Additional information

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course will be lectured for the last time spring 2011. Re-sit exam will be offered every term even spring 2013.