GRA 3157 Managing Innovation, Design and Creativity

Studium
Master i innovasjon og entrepenørskap, Specialization Course

Kursansvarlig

Institutt
Institutt for innovasjon og økonomisk organisering

Semester
Se studieplan for aktuelt studium

Studiepoeng
6

Undervisningsspråk
Engelsk

Innledning
This course is described in English.

Læringsmål

Forkunnskaper

Obligatorisk litteratur
Bøker:
Cagan, Jonathan and Craig M. Vogel. 2002. Creating breakthrough products : innovation from product planning to program approval. Upper Saddle River, N.J. : Financial Times/ Prentice Hall. (Part Three is not compulsory).
Kelley, Tom with Jonathan Littman. 2001. The art of innovation : lessons in creativity from IDEO, America's leading design firm. New York : Doubleday. (Easy to read)
Saffer, Dan. 2010. Designing for interaction : creating innovative applications and devices. 2nd ed. Berkeley, Calif. : New Riders

Artikler:
Additional articles, edited chapters, and material handed out and/or announced on course website
Jevnaker, Birgit H. 2003. Exploring the Innovating Inbetween: Industrial Design as Boundary Work. International Journal of New Product Development & Innovation Management. December/January. p. 339-358 (hand-out).

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

Anbefalt litteratur
Bøker:
Poggenpohl, Sharon and Keiichi Sato, ed. 2009. Design integrations : research and collaboration. Bristol : Intellect
Stamm, Bettina von. 2008. Managing innovation, design and creativity. 2nd ed. Chichester : Wiley. A book to consult for frameworks and references
Treffinger, Donald J., Scott G. Isaksen and Brian Stead-Dorval. 2006. Creative problem solving : an introduction. 4th ed. Waco, Tex. : Prufrock Press. Recommended and useful in this course. Other handbooks on creativity-based methods can also be used (e.g. Erik Lerdahl, 2007. Slagkraft. Oslo: Gyldendal. In Norwegian.).

Artikler:
Jevnaker, Birgit H. 2002. Understanding People and Pleasure-Based Human Factors. In Green, W.S. and P.W. Jordan (eds). Pleasure with products : beyond usability. London: Taylor & Francis. p. 283-295. BI reprint 42/2002 (chapter will be handed out)
Jevnaker, Birgit H. 2008. Corporate Design. I: Donsbach, W. (ed.), The International Encyclopedia of Communication, Vol. III. Malden, MA and Chichester: J.Wiley & Blackwell. p. 1010-1014. (Hand-out. Gives overview over design in a business firm setting).

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon