



APPLIES TO ACADEMIC YEAR 2012/2013

## **BST 3010 Innovation Management**

### **Programme**

Bachelor in Business Administration (3. year), Bachelor in Marketing (3. year)

### **Responsible for the course**

Heidi Wiig Aslesen, Thomas Hoholm

### **Department**

Department of Innovation and Economic Organisation

### **Term**

According to study plan

### **ECTS Credits**

15

### **Language of instruction**

Norwegian

### **Introduction**

During recent years a growing awareness of the importance of innovation and entrepreneurship has developed, and this field is now one of the highest priorities of the Norwegian Government, which published the white paper called "An innovative and sustainable Norway", in the fall of 2008.

The course aims at giving an in-depth understanding of the complex task of managing innovation by using an integrated approach that deals with the interactions between markets, technology and organization. The lectures, class discussions, and group work, as well as selected literature will help students understand a complex and fragmented subject.

This is a composite generic course that is intended as a specialization undergraduate course. The course may be selected by all 3<sup>rd</sup>-year bachelor students, since it does not require prior knowledge in a specific field. The course will be offered in the students' 5<sup>th</sup> (course, 15 ECTS) and 6th semester (bachelor thesis, 15 ECTS).

### **Please Note!**

To some extent the course overlaps with the elective course ELE 3701 Innovation and entrepreneurship, 7.5 credits. Consequently a combination of these two courses in a bachelor's degree will not be allowed.

### **Learning outcome**

#### **Acquired knowledge**

In this course the students will acquire knowledge with regard to understanding the complex issue of managing innovation, by focusing on the importance of integration of skills and knowledge within the area of markets, technology and organization.

#### **Acquired skills**

This course will prepare students for challenges of managing innovation.

The students will become able to understand and analyze the different practices of managing innovation through the use of models and tools in the course.

#### **Reflection**

During the course, the student is expected to develop ability to reflect critically on the role of innovation and entrepreneurship in the economy, as well as on political strategies to support innovation and entrepreneurship in society.

### **Prerequisites**

Completion of the 1st and 2nd years of the bachelor's degree

### **Compulsory reading**

#### **Books:**

Tidd, Joe and John Bessant. 2009. Managing innovation : integrating technological, market and organizational change. 4th ed. Wiley. 610 sider

#### **Collection of articles:**

Aslesen og Hoholm. Artikkelsamling. Utvalgte artikler for å utdype og utfylle pensum. Oversikt

over artikler som inngår publiseres på Its learning

### Recommended reading

#### Course outline

- Introduction: Innovation – what it is and why it matters
- Types of innovation & innovation as a core business process
- Creating the innovative organization
- Developing an innovation strategy
- Search: Open innovation & networks
- Innovation policy
- Select: Decision making under uncertainty
- Implementation: New product and service development
- The shaping of markets
- The role of entrepreneurship & new ventures for innovation
- Capturing the benefits: value, performance, knowledge
- Capturing learning from innovation

#### Computer-based tools

No specific computer tools are required.

#### Learning process and workload

There will be different means of learning in this course for instance lectures, group work, case studies and case presentations. Firstly, the lectures and the reading of compulsory literature in order to get a grasp of basic concepts and key dilemmas in the field of innovation management are essential. Secondly, different kinds of assignments (student presentations, mandatory quizzes to be delivered, self-reflection reports, hand-ins on given topics, etc.) will be given. These must be completed in order for the student to be allowed to sit for the examination. Finally students are to deliver a term paper based on a case study in a given topic. The term paper can be written in groups of up to 5 persons.

There will be two main types of activity in this semester. Firstly, all students will work in groups to solve practical innovation challenges inside established companies. Secondly, we will work with state-of-the-art theories on innovation management.

For each session we will identify a key theme in innovation management related to technological innovation as well as service innovation, and suggest readings from the book and from selected articles. During each session, we will also work on developing the team process related to the practical project. The students will receive supervision, and share their learning experiences with the other groups in the class. Furthermore, the course will use cases, other teaching tools, and video and audio resources in order to strengthen the learning experience.

The course will also draw upon fresh research resources at the department of Innovation and Economic Organization and other departments. Relevant research (cases and surveys) carried out among several of our colleagues will be presented to provide a deeper insight in specific topics covered in the curriculum.

A reading plan will be provided at the start of the semester.

| Activity  | Hours      |
|---|------------|
| Participation in lectures   | 72         |
| Preparation for lectures/Reading literature                             | 140        |
| Assignments (presentations in class, tests/quiz, reflection notes etc.) | 38         |
| Term paper based on a case study/practical project                      | 150        |
| <b>SUM</b>  | <b>400</b> |

#### Use of hours

72 hours - Lectures and seminars

18 hours - Supervision and following up groups and companies

90 hours total

Please note: There will be a maximum of 40 students in the course. (Not accepted by UUV 17.01.11).

#### Examination

Final grade in the course will be based on following activities and weights:

Part 1 - Portfolio evaluation, counts 50% of final grade

The portfolio assessment will be based on electronic files and participation in class. The

students will develop a systematic set of assignments that will show effort, process, progress, and reflection. Evaluation of peer students will be one of the tools for enhancing learning.

The works in the electronic folder on It's Learning, must be printed and submitted for grading, and shall consist of the following elements:

- Submission of a project sketch: maximum 5 pages. The sketch must include the names of the group participants, the chosen theme and case, and how the students intend to carry out the analysis. The date will be published at the start of the semester.
- Participation in seminars: the students will present their own project and give feedback to their peer students (to be documented by a peer assessment form)
- Group presentations in class on given topics (to be documented by handing in PowerPoint presentations), and submission of a set of small assignments on It's learning.
- Project paper. Can be written in groups of up to five students, maximum 25 pages.

Part 2 - A three hour individual written examination at the end of the course - counts 50% of final grade.

**Examination code(s)**

BST 30101 - Portfolio evaluation, counts 50% towards the final grade in BST 3010 Innovation Management, 15 credits.

BST 30102 - Written exam, counts 50% towards the final grade in BST 3010 Innovation Management, 15 credits.

**Examination support materials**

Written examination - No support materials are allowed.

Portfolio evaluation - All support materials are allowed.

**Re-sit examination**

A re-sit examination is offered the next time the course is scheduled.

**Additional information**