



APPLIES TO ACADEMIC YEAR 2012/2013

## DRE 5014 Foundations in Innovation Management and Entrepreneurship

### Programme

Innovation and Entrepreneurship

### Responsible for the course

Tore Bakken

### Department

Department of Innovation and Economic Organisation

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### Introduction

#### **Please note that this course will be revised before it is offered again**

This course presents and discusses foundational theories and current research in innovation management and entrepreneurship. It also focuses on methodological problems concerning the study of innovation processes. The course will discuss different approaches to the understanding of innovation processes, such as actor-network theory, pragmatic innovation management theory, entrepreneurship, interactive network theory, and process based approaches to innovation and entrepreneurship.

### Learning outcome

The course will give an in depth understanding of major theories and management practice within the field of innovation research, both from Europe and the USA. Both strengths and shortcomings within the different approaches will be discussed and analyzed. The main outcome of the course is to learn the students to position their work and frame their own work with the thesis in relation to the various schools of thought.

### Prerequisites

Admission to a PhD Programme is a general requirement for participation in PhD courses at BI Norwegian Business School.

External candidates are kindly asked to attach confirmation of admission to a PhD programme when signing up for a course with the doctoral administration. Other candidates may be allowed to sit in on courses by approval of the courseleader. Sitting in on courses does not permit registration for courses, handing in exams or gaining credits for the course. Course certificates or conformation letters will not be issued for sitting in on courses.

### Compulsory reading

#### **Books:**

Hippel, Eric von. 2005. Democratizing innovation. Cambridge, Mass. : MIT Press  
Knorr-Cetina, Karin. 1981. The manufacture of knowledge : an essay on the constuctivist and contextual nature of science. Oxford : Pergamon  
Rogers, Everett M.. 2003. Diffusion of innovations. 5th ed. New York : Free Press  
Spinosa, Charles, Fernando Flores, Hubert L. Dreyfus. 1997. Disclosing new worlds : entrepreneurship, democratic action, and the cultivation of solidarity. Cambridge, Mass. : MIT Press  
Tushman, Michael L. and Philip Anderson, eds. 2004. Managing strategic innovation and change : a collection of readings. 2nd ed. New York : Oxford University Press  
Van de Ven, Andrew H. ... [et al.]. 1999. The innovation journey. Oxford : Oxford University Press  
Van de Ven, Andrew H., Harold L. Angles, Marshall Scott Poole, eds. 2000. Research on the management of innovation : the Minnesota studies. Oxford : Oxford University Press

#### **Articles:**

Akrich, M., M. Callon and B. Latour. 2002. The key success in innovation, Part 1: The art of interesement,. International Journal of Innovation management. 6 (2)

Akrich, M., M. Callon and B. Latour. 2002. The keys to success in innovation, Part 2: The art of choosing good spokesmen. International Journal of Innovation Management. 6 (2)

Arujo, L.. 1998. Knowing and learning as networking. Management Learning. 29(3). Sage

Callon, M. and F. Muniesa. 2005. Economic markets as calculative collective devices. Organization Studies. 26(8)

Callon, M. and J. Law. 1997. After the individual in society : Lessons on collectivity from science, technology and society. Canadian Journal of sociology. 22(2)

March, J.. 1991. Exploration and exploitation in organizational learning. Organization Science. 2(1)

McMullen, J.S and Shepherd, D.A. 2006. Entrepreneurial action and the role of uncertainty in the theory of the entrepreneur. Academy of Management Review. 31(1)

Olsen, P.I.. 2009. The relevance and applicability of process metaphysics to organizational research. paper. Not yet published, available as paper

Tsoukas, H and R. Chia. 2002. On organizational becoming : Re-thinking organizational change. Organization Science. 13(5)

Van de Ven, A., M.S. Poole. 2005. Alternative approaches to studying organizational change. Organization Studies. 26(9). Sage

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

Bakken, T, Hernes, T. and Wiik, E.L.. 2009. Innovation and organization: An overview from the perspective of Luhmann's autopoiesis. Magalhaes, R. and Sanchez (eds) Autopoiesis in organization theory and practice. Emerald Publishing

Latour, B.. 1991. Technology is society made durable. Law, J (ed.) A sociology of monsters: Essays on power, technology and domination. Routledge

Pavitt, K.. 2005. Innovation process. Fagerberg, J. Mowery, D.C. and Nelson, R.R., (eds.) The Oxford handbook of Innovation. Oxford University Press

#### **Recommended reading**

##### **Course outline**

Topics covered:  
 Actor network theory  
 Learning as networking  
 Process thinking  
 Diffusion of innovation  
 Democratizing innovation  
 Entrepreneurship  
 Pragmatic innovation theory

##### **Computer-based tools**

Not applicable

##### **Learning process and workload**

The course will be organized into three modules:

Module 1 (2 days): The innovation journey, research on the management of innovation. Presentation of ideas for paper

Module 2 (2 days): Different approaches to innovation and entrepreneurship; actor-network theory; pragmatic innovation management theory, interactive network theory; systems theory; process based approaches to innovation and entrepreneurship; discussion of paper proposal.

Module 3 (2 days): Pragmatic innovation management theory; innovation and diffusion; innovation and process; innovation as creativity and curiosity.

Each module contains lecturing and phd student seminar where students present ideas, outlines and drafts for the course paper, which should be focused on discussing elements from the course in relation to their individual doctoral research project.

##### **Examination**

Required work

Each student will be asked to give a presentation based on his or her thesis work and the seminar literature. The presentation has to be completed in order to submit the paper.

A paper of about 20 pages is required in addition to active participation in the seminars. The evaluation will be based on the student's participation in the seminar as well as his/her paper. The paper should be original work, and be written specifically for this course. The grade is pass/fail and process evaluation will be used.

**Examination code(s)**

DRE 50141 accounts for 100% of the grade

**Examination support materials**

Not applicable

**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.

**Additional information**

**Honour Code**

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

Any violation of the honour 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 academy integrity. If you have any questions about your responsibilities under the honour code, please ask.