MAN 2430/2431/2432/2433 Business Innovation and Management

Programme
Final Master of Management Program, Master of Management Program

Responsible for the course
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Department
Department of Leadership and Organizational Behaviour

Term
According to study plan

ECTS Credits
30

Language of instruction
Norwegian and english

Introduction
The program focuses on challenges, opportunities and constraints that new technology impose on private and public business organisations. Standardisation of Internet and web-technologies is a result of the convergence between consumer electronics, mobile devices and other information and communications technology (ICT). The resulting transparency of technical platforms has enabled network based business models.

Many organisations use an significant amount of resources on their information systems. Nevertheless, it remains a fact that a large proportion of these priojects ends in a fialure. Recent reports indicate that as much as 50% of the projects are total failures, and an additional 25% is partial failures. Only 25% of the projects deliver an expected result on time and within budget limits.

Te program has a holistic approach to innovation and management. The tecnologies are many, but they have in common that innovation and management should be led by business opportunities and needs. Development of new systems and refinement of existing systems is viwed as an innovation process. Innovation processes are complex proceses over multiple levels within an organisation such as business network, organisation, group and individual level.

Learning outcome
Business innovation and management is business design based on technologial opportunities. The main objective of the program is learn the students how to undertake technology-based innovations in private and public organisations.

Prerequisites
Bachelor degree or equivalent and 4 years work experience. Please confirm our Student regulations.

Compulsory reading
Books:
Christensen, Bo Hjort. 2009. Effektiv anvendelse av IKT : elektronisk forretningsdrift. Versjon 5. Nyest utgave distribueres i elektronisk format i løpet av kurset
Christensen, Clayton M., Michael E. Raynor. 2003. The innovator's solution : creating and sustaining successful growth. Harvard Business School Press
Gottschalk, Petter. 2004. Informasjonsteknologi i kunnskapsledelse. Universitetsforlaget
Pearlson, Keri E. and Carol S. Saunders. 2009. Strategic management of information systems. 4th ed. Wiley

Collection of articles:
Artikkelsamling bestående av artikler som distribueres i forbindelse med undervisningen, hovedsaklig i elektronisk format.

Recommended reading
Books:
Beniger, James R. 1986. The control revolution : technological and economic origins of the

information society. Harvard University Press

Benkler, Yochai. 2006. The wealth of networks : how social production transforms markets and freedom. Yale University Press

Brandt, Richard L. 2011. One click : Jeff Bezos and the rise of Amazon.com. Portfolio Penguin. Rik beskrivelse av caset Amazon.com

Broadbent, Marianne, Ellen Kitzis. 2005. The new CIO leader : setting the agenda and delivering results. Harvard Business School Press

Checkland, Peter and John Poulter. 2006. Learning for action : a short definitive account of soft systems methodology and its use for practitioners, teachers, and students. Wiley. Anbefalt litteratur med metodebeskrivels for å tegne et 'rikt bilde'

Chesbrough, Henry. 2006. Open business models : how to thrive in the new innovation landscape. Harvard Business School Press

Chesbrough, Henry. 2006. Open innovation : researching a new paradigm. Oxford University Press

Christensen, Clayton M. 2003. The innovator's dilemma : when new technologies cause great firms to fail. Rev. ed. Harvard Business School Press

Christensen, Clayton M. , Scott D. Anthony, Erik A. Roth. 2004. Seeing what's next : using the theories of innovation to predict industry change. Harvard Business School Press

Dodgson, Mark, David Gann, Ammon Salter. 2005. Think, play, do : technology, innovation, and organization. Oxford University Press

Dyer, J, H. Gregersen and Clayton M. Christensen. 2011. The innovator's DNA : mastering the five skills of disruptive innovators. Harvard Business School Press

El Sawy, Omar A. 2001. Redesigning enterprise processes for e-business. Irwin/McGraw-Hill. 200 s. Boken er utsolgt fra forlag, utvalgte sider tilgjengeligjøres for studenten. Relevant som sjekkliste for prosjekter med prosessforbedring

Govindarajan, V. og C. Trimble. 2010. The other side of innovation: solving the execution challenge. Harvard Business Review Press

Keen, Peter G.W. 1991. Shaping the future : business design through information technology. Harvard Business School Press. En klassiker om ledere og beslutninger om IT

Laudon, Kenneth C., Jane P. Laudon. 2012. Management information systems : managing the digital firm. 12th ed. Pearson Education. ca 750s. Bakgrunnsstoff/oppslagsverk for grunnleggende teknologiforståelse

Nonaka, Ikujiro and Hirotaka Takeuchi. 1995. The knowledge-creating company : how Japanese companies create the dynamics of innovation. Oxford University Press

Osterwalder, Alexander and Yves Pigneur. 2009. Business model generation : a handbook for visionaries, game changers, and challengers. Wiley. En "preview" på 72 sider kan lastes ned fra www.businessmodelgeneration.com

Rogers, Everett M. 2003. Diffusion of innovations. 5th ed. Free Press. Kap. 6 og 7. Resten av boken anbefales for en rikere forståelse av drivere til diffusjon av innovasjon

Utterback, James M. 1994. Mastering the dynamics of innovation : how companies can seize opportunities in the face of technological change. Harvard Business School Press

Van de Ven, A. H. ... [et al.]. 1999. The Innovation journey. Oxford University Press. Kap. 1-7 anbefales som en forskningsbasert beskrivelse av innovasjonsprosesser.

Weill, Peter and Jeanne W. Ross. 2004. IT governance : how top performers manage IT decision rights for superior results. Harvard Business School Press

Course outline

1st course module	Strategy, technology and business developemnt
2nd course module	Technology and innovation
3rd course module	Technology and enterprise architechture
4th course module	Information Technology in Knowledge Management
5th course module	Technology management in an organisational perspective

Computer-based tools
Internet-based tools for collaboration and communication.

Learning process and workload
The programme is conducted through five course modules, a total of 150 lecturing hours. Project tutorials differ in each Master of Management program. It will consist of personal tutorials and tutorials given in class. Generally the students may expect consulting tutorials, not evaluating tutorials. The total hours of tutorials offered is estimated to two hours pr. students following an ordinary Master of Management program. For students taking the program as their final Master of Management program the tutorials offered are estimated to a total of six hours.

Examination
The students are evaluated through processevaluations of 4 separate, compulsory papers

after module 2,3,4 and 5 (each counting 15%) and one final term paper (counting 40%), all together counting for 18 credit hours. The processevaluation can be written in groups of maximum 3 persons.

The students must also pass an individual written exam, counting for 12 credit hours.
Both evaluations must be passed to obtain a certificate for the program.

For students taking this program as the final Master of Management Program the following applies:
The students are evaluated through processevaluations of 4 separate, compulsory papers after module 2,3,4 and 5 (each counting 15%) and one final term paper (counting 40%), all together counting for 24 credit hours. The processevaluation can be written individually or in groups of two persons.

The students must also pass an individual written exam, counting for 6 credit hours.
Both evaluations must be passed to obtain a certificate for the program.

Examination code(s)

MAN 24301 -Process evaluation; ; counts for 100 % to pass the program MAN 2430, 18 credits.
MAN 24311 - 5 hour written exam; counts for 100 % to pass the program MAN 2431, 12 credits.
Both evaluations must be passed to obtain a certificate for the program.

For students taking this program as the final Master of Management Program the following applies:
MAN 24321 - Processevaluation; counts for 100 % to pass the program MAN 2432, 24 credits.
MAN 24331 - 5 hour individual written exam; counts for 100 % to pass the program MAN 2433, 6 credits;.
Both evaluations must be passed to obtain a certificate for the program.

Examination support materials
All aids are allowed. You may bring your own laptop to the exam.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. http://www.bi.edu/studenthandbook/examaids

Re-sit examination
At the next ordinary exam.
When processevaluation all elements in the exam must be completed all over again.

Additional information