



APPLIES TO ACADEMIC YEAR 2012/2013

## NVH 0239 Retail innovation - RE-SIT EXAMINATION

### Programme

Re-sit examination

### Responsible for the course

Peder Inge Furseth

### 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*. 63 (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 Nyskaping Norge*. 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, ed. 2002. Electronic commerce : B2C strategies and models. Chichester : Wiley. s. 291-343

#### **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

#### **Examination 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**

This course was lectured for the last time spring 2011. A re-sit exam will be offered every term from autumn 2011 even spring 2013.

#### **Additional information**