



APPLIES TO ACADEMIC YEAR 2013/2014

## **BMP 2710 Innovation Management in a Global Business Perspective**

### **Programme**

Bachelor of Management

### **Responsible for the course**

Torger Reve

### **Department**

Department of Strategy and Logistics

### **Term**

According to study plan

### **ECTS Credits**

30

### **Language of instruction**

English

### **Introduction**

Managing "innovations" has to do with the development of new business opportunities. Most often these develop at the company's many interfaces with customers or suppliers and represent demanding efforts to re-allocate organizational and financial resources for a new business activity to grow. Because of the many difficulties involved, managing innovation projects also represent a crucial area for management training and management screening.

The focus of this program is to increase business opportunities and innovation across units. It is important to create a common approach to innovation that leads to better and smarter solutions and reduced time to market. Therefore we will put creativity and innovation high on the agenda to ensure that good ideas are turned into added value for the customer.

#### **Innovation project**

Before entering the program each applicant has to hand in a project proposal, an innovative idea within Norges Forskningsråd. During the first module, the proposal will be discussed and further developed. Through module two there will be a selection of ten projects. Project groups will then be established for the rest of the program.

These ten projects will be the issue of study throughout the program period for the class and developed to project paper. During the last module these papers will be presented for the Norges Forskningsråd and BI Norwegian Business School.

The best projects will be chosen for further development and implementation after the end of the program.

### **Learning outcome**

The objectives of the program are to:

- Give a better understanding of business strategies in highly competitive global markets
- Provide a better understanding of innovation processes and innovation and management in fast growth organizations in various international settings
- Offer analytical and managerial training in developing and implementing innovation projects
- Increase innovation and business opportunities across business units.

### **Prerequisites**

### **Compulsory reading**

#### **Books:**

- Birkinshaw, Julian. 2000. Entrepreneurship in the global firm. London: SAGE Publications
- Chesbrough, Henry. 2003. Open innovation: The new imperative for creating and profiting from technology. Boston: Harvard Business School Press
- Christensen, Clayton M. and Michael E. Raynor. 2003. The innovator's solution : creating and sustaining successful growth. Boston, Mass. : Harvard Business School Press
- Porter, Michael E. 2008. On competition. Updated and exp. ed. Boston : Harvard Business School. 100 pages extr. Part II The competitiveness of locations
- Swedberg, Richard. 2000. Entrepreneurship : the social science view. Oxford : Oxford University Press. p+p 76 – 88. Kapittel 3. Arrow, K. J.: Innovation in large and small firms
- Utterback, James M. 1994. Mastering the dynamics of innovation : how companies can seize opportunities in the face of technological change.. Boston : Harvard Business School Press. Extract, 50 pages

Van de Ven, Andrew H. ... [et al.]. 1999. The innovation journey. Oxford : Oxford University Press. ch. 1, 2, 3, 4 and 7 (160 pages)

## **Recommended reading**

### **Course outline**

This program combines process learning, management theory and analysis of business cases. The program consists of four modules of five days each, offered over a one- year period:

- The first module in Oslo contains an introduction to strategy and innovation theory, and provides analytical tools to identify and implement innovation projects.
- The second module in Singapore introduces the participants to the Singapore maritime cluster, and provides an Asian benchmarking to innovation management.
- The third module in San Francisco introduces participants to the Silicon Valley cluster and provides a Californian benchmark to innovation management.
- The fourth module in Oslo summarizes the learning and the participants will present and defend the results of their project work.

The participants will work on selected innovation projects during all four modules.

These projects focus on developing real innovations in WW. The projects will be developed through group works under the guidance of an academic advisor and a WW sponsor.

## **Computer-based tools**

Itslearning

## **Learning process and workload**

Module 1

Oslo

Introduction

Competitive positioning and innovation projects

Competing through innovation

Innovation theory and models

Project work and Scandinavian innovation management

Module 2

Singapore

Innovation projects and presentations

The project selection

Singapore maritime cluster

Competing from the Singapore hub

Innovation management- an Asian perspective

Benchmarking towards global competitors

Module 3

San Francisco

Innovation in Silicon Valley

Innovation models and innovation management

Innovation in larger organizations

Visit to Stanford, Berkeley and Silicon Valley

Extracting global best practice

Visit Sea Launch, LA

Module 4

Oslo

Leadership development

Presentation of innovation projects to faculty

Presentation of innovation projects to top management

Summary and selection of winners

Project and teamwork

Literature readings and lectures

Company visits and networking

**Examination**

The students are evaluated through a term paper and a term paper (Business Plan) with an oral presentation. The term paper (Business Plan) consists of preparing a business plan in groups of up to three students as well as an oral presentation which is graded individually.

The term paper accounts for 60%, the business plan accounts for 15%, and the oral presentation accounts for 25% of the final grade.

All evaluations must be passed in order to obtain a certificate in the program.

**Examination code(s)**

BMP 27103 -Term paper, accounts for 60% to pass the program BMP 2710, 30 credits.

BMP 27104 - Term paper, accounts for 15% to pass the program BMP 2710, 30 credits.

BMP 27105 - Oral presentation, accounts for 25% to pass the program BMP 2710, 30 credits.

All evaluations must be passed to obtain a certificate for the program.

**Examination support materials****Re-sit examination**

Re-sit at the next ordinary exam.

**Additional information**