



APPLIES TO ACADEMIC YEAR 2013/2014

## DRE 7010 The Innovative Firm

### Programme

#### Responsible for the course

Knut Sogner

#### Department

Department of Innovation and Economic Organisation

#### Term

According to study plan

#### ECTS Credits

7,5

#### Language of instruction

English

#### Introduction

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

This course covers the social conditions tradition that emphasises that corporate innovations are affected by institutional factors related to strategies, finance and organizations. The underlying argument is that social conditions dependent on time and place cater for a certain kind of innovative firm, such as the new industrial factory of The Industrial Revolution, the Managerial Enterprise, typical of USA in the twentieth century, or the newer, more flexible type of firms that have been developed to some extent in Japan. Theories of how firms are resource based, linked in networks, or how success is dependent on (dynamic) capabilities are related to this body of theory. An important part of this approach is work organisation, and research has identified four main forms of work organisation: 'learning', 'lean', 'Taylorist', and 'simple'. Not only does the learning form of work organization result in less job stress and greater worker satisfaction, it also implies more labour market flexibility and superior conditions for learning and innovation. Emphasis is also placed on the role of multinational companies (MNCs) and the way they address innovation challenges: How they are combining in house research with outside sourcing, and how firms' traditional proprietary attitude—in an open innovation environment where easier access to shared knowledge is becoming important—is challenged by new attitudes and newcomers.

#### Objective

The course will give the participants theoretical perspectives of major approaches to firm innovation, emphasising the constraints and difficulties surrounding firm's entrepreneurial actions. The course aims at clarifying and reflecting upon the firm's role in processes of innovation. Through a combination of lectures, seminars and paper writing exercises the students will be trained to position their work and to frame their research in relation to 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. Candidates can 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 confirmation letters will not be issued for sitting in on courses

#### Compulsory reading

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

Compendium of articles and book chapters

#### Recommended reading

##### **Course outline**

Topics covered:

The social conditions' approach to innovation  
The capabilities approach

The work organisation approach  
Multinationals' approach to innovations  
The role of global knowledge networks and value chains

**Computer-based tools**

Not applicable

**Course structure**

**Examination**

A term paper of 15 to 25 pages is required in addition to active participation in the seminars. Each student will also give a compulsory presentation based on his or her thesis work and the seminar literature.

The course grade (pass/fail) is based solely on the term paper.

The term paper should be original work, and be written specifically for this course.

**Examination code(s)**

DRE 70101 - term paper that accounts for 100% of the grade

**Examination support materials**

Not applicable

**Re-sit examination**

Next time the course is offered.

**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 academic integrity. If you have any questions about your responsibilities under the honour code, please ask.