



GJELDER FOR STUDIEÅRET 2013/2014

GRA 6834 Business Development & Innovation Management

Studium

Master i økonomi og ledelse - Siviløkonom (Strategy)

Kursansvarlig

Espen Andersen

Institutt

Institutt for strategi og logistikk

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

Kursbeskrivelse kun tilgjengelig på engelsk.

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Arthur, W. Brian. 2009. The nature of technology : what it is and how it evolves. Allen Lane
Benkler, Yochai. 2006. The wealth of networks : how social production transforms markets and freedom. Yale University Press. selected chapters (available on the web)
Christensen, Clayton M., Michael E. Raynor. 2003. The innovator's solution : creating and sustaining successful growth. Harvard Business School Press
Shapiro, Carl and Hal R. Varian. 1999. Information rules : a strategic guide to the network economy. Harvard Business School Press

Artikler:

Selected articles from journals such as Journal of Strategic Management, Communications of the ACM, and Harvard Business Review

Annet:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Various. Cases and articles to be determined

Anbefalt litteratur

Bøker:

Brynjolfsson, Erik and Adam Saunders. 2010. Wired for innovation : how information technology is reshaping the economy. MIT Press
Utterback, James M. 1994. Mastering the dynamics of innovation : how companies can seize opportunities in the face of technological change. Harvard Business School Press

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon