



APPLIES TO ACADEMIC YEAR 2014/2015

BIN 3079 Innovation and business development

Programme

Single courses

Responsible for the course

Frode Solberg

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

7.5

Language of instruction

Norwegian

Introduction

This course is developed for the SINTEF Foundation and is aimed at managers, business developers and key personnel in SINTEF who are engaged in project and programme development. SINTEF wishes to formalise its competence offering by awarding ECTS points for this programme, which BI carried out as a pilot programme in 2013. SINTEF wants this programme to be a permanent feature in SINTEF's permanent in-house training called SINTEF-Skolen.

Learning outcome

The main objective and starting point of this programme is to help SINTEF succeed in processes involving customers / clients, through a focus on structuring and professionalising processes concerning the way SINTEF is engaged in business development and business support. Furthermore, these goals are specified as follows:

- To strengthen and improve SINTEF's capacity for increased business volume in new and existing projects
- To achieve improvement in the form of a strengthened market position nationally and internationally
- To achieve generation of contracts and revenues in a larger part of the natural value chain of SINTEF's project assignments.

The primary learning outcome is to facilitate a process that helps promote a long-term development for the participants, their clients and projects, as well as for SINTEF's organisation.

Acquired knowledge:

Participants shall understand the main correlations between innovation and business development.

Participants shall understand the main tools and processes within business development.

Participants shall understand the main factors for managing business development processes within SINTEF and towards SINTEF's clients, based on the three criteria used in EU projects and elsewhere: Impact – Management – Science.

Acquired skills:

Participants shall be able to apply their knowledge of innovation and business development in their own projects. Participants shall be able to apply business modelling and business planning as essential tools in their project applications and projects.

Reflection:

The programme shall promote the participants' respect for the complexity of developing and managing processes within business development.

The programme shall promote participants' respect for the importance of the value creation needs generated by projects within the clients' organisations

The programme shall help promote participants' respect for the importance of continuous business development in their projects and programmes.

Prerequisites

None.

Compulsory reading

Books:

Evers, Natasha, James Cunningham, Thomas Hoholm. 2014. Technology entrepreneurship : bringing innovation to the marketplace. Palgrave MacMillan

Osterwalder, Alexander and Yves Pigneur. 2010. Business model generation : a handbook for visionaries, game

changers, and challengers. Wiley

Articles:

Pensumstoffet suppleres med aktuelle artikler

Recommended reading

Course outline

Course outline

Overall understanding as a basis for good business development
Leadership versus management
Leadership of innovation and business development
From a product and production-oriented focus to market-oriented business development
The business development process
Innovation in knowledge- and service-based enterprises
The business model as a process and process tool
From business model to business plan
"Stage gate process" in SINTEF's business development

Computer-based tools

No particular computer-based tools

Learning process and workload

The programme consists of 36 teaching hours (40 incl process supervision), organized in three sessions, consisting of a combination of lectures and teamwork. Participants will be divided into study groups, which will receive 4 hours of process supervision between the teaching sessions, for work on assignments and cases based on the participants' own work challenges.

Attendance at lectures and supervision	40 hours
Preparations for lectures/reading literature	80 hours
Writing of term paper	40 hours
Assignments between sessions	20 hours
Self-tuition and study groups	24 hours

Coursework requirements

None

Examination

The exam consists of a term paper of max. 20 pages that discusses the development of a concrete research project as the basis for an application for research funds. The term paper shall be written individually or in groups of up to 3 persons. The problem description and the theoretical part shall be presented in the middle of the programme.

Examination code(s)

BIN 30791 - Term Paper, counting 100% towards a pass grade in BIN 3079 (7.5 ECTS credits).

Examination support materials

All written aids

Re-sit examination

Makeup examinations take place in conjunction with the next scheduled course.

Additional information