



APPLIES TO ACADEMIC YEAR 2014/2015

GRA 3157 Managing Innovation, Design and Creativity RE-SIT EXAMINATION

Programme

Master of Science in Innovation and Entrepreneurship, Specialization Course

Responsible for the course

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Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

This course is micro-oriented towards managing innovation, design and concept-creation in a collaborative context. It focuses on combinations of business creativity-, design and use-inspired methods that can help managers and innovators to identify opportunities and generate concepts with and for others to foster valuable innovations.

The course is related to realworld innovating in and between business enterprises and specialist groups in knowledge-based consultancies and creative industries. It is relevant for managing innovation, design and creativity in all kinds of organizations and useful in students' further work and careers.

Learning outcome

The objective is to give the students an initial, basic understandig of enabling crossdisciplinary innovation work with design and creativity-enhanced approaches that are useful when fostering something new in concept-creation with and for others. The course further aims to introduce and, to some extent, train the student in creative, collaborative efforts with diverse others. The learning is oriented toward ideation, design tools and cocreating approaches to managing for innovation.

Learning outcomes: After completion of the course the student can expect

- *Acquired knowledge:* to know about some fundamental activities, principal challenges, and potentials for managing innovation, design and concept-creation,
- *Acquired skills:* be able to participate in projects and collaborative work to explore and foster both creativity-based and design-inspired approaches and be able to contribute constructively to the managing aspects of innovation projects,
- *Acquired attitudes in action:* be able to contribute in presentations and help a team to reflect in critical-constructive ways, in speech and writing, on the possibilities and potential fallacies of innovation and idea work.

The collaborative work and writing assignments will help students to frame and reflect on innovation, design and concept-creating management issues, which can be useful also in the students' thesis work.

Prerequisites

Completion of GRA 3151 Theories of Innovation or GRA3136 New Venture Creation or equivalent course.

Compulsory reading

Books:

Cagan, Jonathan and Craig M. Vogel. 2013. Creating breakthrough products : revealing the secrets that drive global innovation. 2nd ed. FT Press. (Part Three may be skipped)

Kelley, Tom. 2001. The art of innovation : lessons in creativity from IDEO, America's leading design firm. Doubleday

Sewerin, Thomas. 2009. Teams, leadership and coaching. Tertulia books. Except p. 162-191 (voluntary reading)

Articles:

Jevnaker, Birgit H. 2003. Exploring the Innovating Inbetween: Industrial Design as Boundary Work. International Journal of New Product Development & Innovation Management. December/January. p. 339-358 (hand-out).

Other:

Additional articles, edited chapters, and material handed out and/or announced on course website

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

Recommended reading

Other:

Recommendations to supplemental readings will be provided in the course syllabus.

Course outline

The course is designed to encourage the student to explore innovation challenges through creative cross disciplinary, design inspired and use-oriented methods. It includes how to help generate ideas and how to further work with the most promising ones in order to foster convincing proposals grounded in a collaborating team.

Issues to be covered will include:

- Introduction to the art of managing innovation, design and creativity;
- Fostering hot groups, diverse contributions and interactive idea work;
- Creativity-related process competencies;
- Tools for innovation;
- Exploring and understanding problems of use;
- Generating potentially valuable service/product innovation;
- Collaborative work across boundaries: crosspollination and integration;
- Presenting and validating the new in and between organizations.

Computer-based tools

Common digital tools such as powerpoint for presentations, digital group tools for collaboration, and active use of course website/It's learning are presumed.

Learning process and workload

A course of 6 ECTS credits corresponds to a workload of 160-180 hours.

Examination

100% Individual term paper

Examination code(s)

GRA 31571 term paper accounts for 100% of the final grade in the course GRA 3157.

Examination support materials

N/A. Examination support materials at written examinations are explained under examination information in the student portal @bi. Please note use of calculator and dictionary in the section on support materials.

Re-sit examination

The assessment in some courses is based on more than one exam code.

Where this is the case, you may retake only the assessed components of one of these exam codes.

Where this is not the case, all of the assessed components of the course must be retaken.

All retaken examinations will incur an additional fee.

Additional information

Honor Code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor 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 honor code, please ask.