APPLIES TO ACADEMIC YEAR 2016/2017

BST 3010 Innovation Management

Programme
Bachelor of Business Administration (3. year), Bachelor of Marketing Management (3. year), Elective

Responsible for the course
Thomas Hoholm

Department
Department of Strategy

Term
According to study plan

ECTS Credits
15

Language of instruction
Norwegian

Introduction
Management of innovation projects and development of innovation strategy have become crucial to many businesses and organizations. The course aims at giving an in-depth understanding of the complex task of managing innovation within and across organizations. We will in every class combine theory and practice, e.g. by inviting guest lecturers from various businesses and organizations, and case work. Innovation will be studied in the interfaces between markets, technology and organization. The lectures, class discussions, and group work, as well as selected literature will help students understand a complex and important subject.

In this course the students will both be working with practical cases from real companies' innovation challenges, and in-depth studies of the litterature on innovation management. Examples of such cases could be ICT-solutions for healthcare, product development in the food industry, and commercialization of environmental technologies at an innovation park. During recent years a growing awareness of the importance of innovation and entrepreneurship has developed, and this field is now one of the highest priorities of the Norwegian Government, which published the white paper called "An innovative and sustainable Norway", in the fall of 2008.

This is a composite generic course that is intended as a specialization undergraduate course. The course may be selected by all 3rd-year bachelor students, since it does not require prior knowledge in a specific field. The course will be offered in the students' 5th (course, 15 ECTS) and 6th semester (bachelor thesis, 15 ECTS).

Please Note!
To some extent the course overlaps with the elective course ELE 3701 Innovation and entrepreneurship, 7.5 credits. Consequently a combination of these two courses in a bachelor's degree will not be allowed.

Learning outcome
Acquired knowledge
In this course the students will acquire knowledge with regard to understanding the complex issue of managing innovation, by focusing on the importance of integration of skills and knowledge within the area of markets, technology and organization.

Acquired skills
This course will prepare students for challenges of managing innovation.
The students will become able to understand and analyze the different practices of managing innovation through the use of models and tools in the course.

Reflection
During the course, the student is expected to develop ability to reflect critically on the role of innovation and entrepreneurship in the economy, as well as on political strategies to support innovation and entrepreneurship in society.

Prerequisites
Completion of the 1st and 2nd years of the bachelor's degree

Compulsory reading
Books:
Tidd, Joseph and John Bessant. 2013. Managing innovation : integrating technological, market and organizational change. 5th ed. Wiley. 610 sider

Collection of articles:
Aslesen og Hoholm. Artikkelsamling. Utvalgte artikler for å utdype og utfylle pensum. Oversikt over artikler som inngår publiseres på Itslearning

Recommended reading

Course outline
- Introduction: Innovation – what it is and why it matters
- Types of innovation & innovation as a core business process
- Creating the innovative organization
- Developing an innovation strategy
- Search: Open innovation & networks
- Innovation policy
- Select: Decision making under uncertainty
- Implementation: New product and service development
- The shaping of markets
- The role of entrepreneurship & new ventures for innovation
- Capturing the benefits: value, performance, knowledge
- Capturing learning from innovation

Computer-based tools
No specific computer tools are required.

Learning process and workload
There will be different means of learning in this course for instance lectures, group work, case studies and case presentations. Firstly, the lectures and the reading of compulsory literature in order to get a grasp of basic concepts and key dilemmas in the field of innovation management are essential. Secondly, different kinds of assignments (student presentations, mandatory quizzes to be delivered, self-reflection reports, hand-ins on given topics, etc.) will be given. These must be completed in order for the student to be allowed to sit for the examination. Finally students are to deliver a term paper based on a case study in a given topic. The term paper can be written in groups of up to 5 persons.

There will be two main types of activity in this semester. Firstly, all students will work in groups to solve practical innovation challenges inside established companies. Secondly, we will work with state-of-the-art theories on innovation management.

For each session we will identify a key theme in innovation management related to technological innovation as well as service innovation, and suggest readings from the book and from selected articles. During each session, we will also work on developing the team process related to the practical project. The students will receive supervision, and share their learning experiences with the other groups in the class. Furthermore, the course will use cases, other teaching tools, and video and audio resources in order to strengthen the learning experience.

The course will also draw upon fresh research resources at the department of Innovation and Economic Organization and other departments. Relevant research (cases and surveys) carried out among several of our colleagues will be presented to provide a deeper insight in specific topics covered in the curriculum.

A reading plan will be provided at the start of the semester.

Activity	**Hours**
Participation in lectures	72
Preparation for lectures/Reading literature	140
Assignments (presentations in class, tests/quiz, reflection notes etc.)	38
Term paper based on a case study/practical project	150
Total	**400**

Use of hours
72 hours - Lectures and seminars
18 hours - Supervision and following up groups and companies
90 hours total

Please note: There will be a maximum of 40 students in the course. (Not accepted by UUV 17.01.11).

Examination
Final grade in the course will be based on following activities and weights:

Part 1 - Portfolio evaluation, counts 50% of final grade
The portfolio assessment will be based on electronic files and participation in class. The students will develop a systematic set of assignments that will show effort, process, progress, and reflection. Evaluation of peer students

will be one of the tools for enhancing learning.

The works in the electronic folder on It's Learning, must be printed and submitted for garding, and shall consist of the following elements:
- Submission of a project sketch: maximum 5 pages. The sketch must include the names of the group participants, the chosen theme and case, and how the students intend to carry out the analysis. The date will be published at the start of the semester.
- Participation in seminars: the students will present their own project and give feedback to their peer students (to be documented by a peer assessment form)
- Group presentations in class on given topics (to be documented by handing in PowerPoint presentations), and submission of a set of small assignments on It’s learning.
- Project paper. Can be written in groups of up to five students, maximum 25 pages.

Part 2 - A three hour individual written examination at the end of the course - counts 50% of final grade.

Examination code(s)
BST 30101 - Portfolio evaluation, counts 50% towards the final grade in BST 3010 Innovation Management, 15 credits.
BST 30102 - Written exam, counts 50% towards the final grade in BST 3010 Innovation Management, 15 credits.

Examination support materials
Written examination - No support materials are allowed.
Portfolio evaluation - All support materials are allowed.

Re-sit examination
A re-sit examination is offered the next time the course is scheduled.

Additional information