

COURSE DESCRIPTION

BUSINESS DEVELOPMENT AND INNOVATION I

1. Programme:	BA Innovation and Entrepreneurship
2. Course:	Business Development and Innovation I
3. Semester:	Autumn, year 1
4. Credits:	10
5. Course coordinator:	Professor Jon-Arild Johannessen
6. Number of contact hours:	The lecturer is obligated to have 50 lecture hours with the class in the classroom.
7. Prerequisites:	General admission requirements
8. Course description:	The course provides a comprehensive understanding (systemic thinking) of how creativity and innovation may form the basis of business development. Students will make use of diverse tools in systemic thinking, which trigger creativity and innovation
9. Aims:	The aim of the course is two-fold: Students will gain knowledge of, and be able to employ, systemic tools for creativity and innovation. Students will acquire a broader perspective of the development traits and the trends of knowledge economy.
10. Subject overview:	Historical perspective on creativity, innovation and business development Development trends and challenges in knowledge economy Perspective shift and paradigm understanding
11. Implementation:	Project-based learning: Students will design, implement and present constructed and real projects.
12. Evaluation (mid-term and final evaluation):	At the end of the course, students will hand in a project assignment counting 40 % towards the final grade. An individual exam will count 60% towards the final grade.
13. Required reading with number of pages and	Bjerke, Björn. (1989) Att skapa nya affärer. Lund:

price for book/fascicle:	Studentlitteratur, 270 pages, price kr. 270 Peters, Tom (2003) Re-imagine. London: Dorling Kindersley Limited, 300 pages, price kr. 300 Johannessen, Jon-Arild & Johan Olaisen (1986) Bedriftsutvikling og innovasjon Fagbokforlaget, 250 pages, price kr. 250 Compendium of articles (collection in progress)
14. Recommended literature:	Stefik, Mark and Barbara Stefik (2004) Breakthrough: Stories and Strategies of Radical Innovation. The MIT Press, 320 pages, price kr. 295.