

COURSE DESCRIPTION

FUI1100 Business Development and Innovation I

1. Degree	Bachelor of Innovation and Entrepreneurship
2. Year/semester	1. year - 1. semester
3. Credits	10
4. Course instructor	Associate Professor Patrick Verde
5. Contact hours	50 hours
6. Course prerequisites	General admission requirement
7. Learning goals	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.
8. Course contents	Historical perspective on creativity, innovation and business development. Development trends and challenges in knowledge economy. Perspective shift and paradigm understanding. 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. Method of instruction	The course will be taught through lectures and discussions in class. Project-based learning: Students will design, implement and present constructed and real projects.
10. Assessment	Assignments/mid-term exam: 40 % Final exam: 60 %
11. Course syllabus	Bjerke, Björn. 1989. <i>Att skapa nya affärer</i> . Lund: Studentlitteratur. ISBN: 91-44-44811-2. Pages: 270. Price: ca. 400,- Johannessen, Jon-Arild and Johan Olaisen. 1995. <i>Bedriftsutvikling og innovasjon: en bok om endringsledelse</i> . Bergen-Sandviken: Fagbokforlaget.

	<p>ISBN: 82-7674-063-4. Pages: 250. Price: 258, -</p> <p>Peters, Tom. 2004. <i>Re-imagine!</i> London: Dorling Kindersley. ISBN: 9781405305815. Pages: 300. Price: 225,-</p> <p>Compendium of articles</p>
12. Recommended reading	<p>Stefik, Mark, og Barbara Stefik. 2004. <i>Breakthrough: stories and strategies of radical innovation</i>. Cambridge, Mass.: MIT Press. ISBN: 0-262-19514-3.</p>