



COURSE DESCRIPTION

FUI1100 Business Development and Innovation

1. Degree	Bachelor in Innovation and Entrepreneurship
2. Year/semester	1.year, 1.semester
3. Credits	10
4. Course instructor	Associate Professor Patrick Verde
5. Contact hours	50
6. Course prerequisites	General study qualifications
7. Learning goals	1.The student acquires a holistic understanding and tools in relation to innovative initiatives 2. The student acquires a broad understanding og economic trends forming the background for innovative development
8. Course contents	Historic perspective on creativity, innovation and business development. Economic trends fostering innovation. Functional and malfunctional approaches to innovation. An understanding of forces that foster and hinder innovation in organizations and their surroundings. The students will perform analytical tasks to foster the understanding of the task of innovation.
9. Method of instruction	Instructin will combine teacher and student presentations. Students will use a considerable time between lectures to study and analyze innovative projects
10. Assessment	The students will be given a disposition to analyze and describe an innovative project at the beginning of the course. They will work on this task in groups of 3 and deliver a paper at the end of the course. Evaluation of this paper will count 100% of the final grade. At the end of the course they will all have to pass a 3 hour individual exam testing their understanding of main topics. This individual exam will be evaluated as passed or not passed. Only those who pass the individual exam will receive their final grade in accordance with the courseproject performed in groups.

11. Course syllabus	<p>Johannessen, Jon-Arild og Johan Olaisen. 1995. <i>Bedriftsutvikling og innovasjon: en bok om endringsledelse</i>. Bergen: Fagbokforlaget. ISBN: 82-7674-063-4 (Kap. 4-7, 60 s) Pris: 272,-</p> <p>Mogensen, Klaus Æ og Instituttet for Fremtidsforskning, red. 2004. <i>Creative man: del 1 og del 2</i>. København: Gyldendal. ISBN: 87-02-03243-0 (Del 1 og 2, 143 s) Pris: 298,-</p> <p>Peters, Tom. 2009. <i>Re-imagine! business excellence in a disruptive age</i>. London: Dorling Kindersley. ISBN: 9781405345095 (464 s) Pris: 169,-</p> <p>Spilling, Olav R. og Gry Agnete Alsos. 2006. <i>Entreprenørskap på norsk</i>. 2. utg. Bergen: Fagbokforlaget. ISBN: 978-82-450-0405-2 (Kap. 1-4, 137 s) Pris: 380,-</p>
12. Recommended reading	<p>Hovland, Nils Per. 2008. <i>Entreprenørskap og innovasjonsledelse</i>. Oslo: Cappelen akademisk. ISBN: 978-8-20-227535-8</p>