

COURSE DESCRIPTION

VEK2100 Strategy for Growth

1. Degree	Bachelor in Innovation and Entrepreneurship (KIF)
2. Year/semester	2 nd year, 3 rd semester
3. Credits	20
4. Course instructor	Associate Professor Patrick Verde
5. Contact hours	100
6. Course prerequisites	FUI1100 Business Development and Innovation
7. Learning goals	Students will be expected to gain a comprehensive understanding of the role of strategy in innovation-based business development aimed at achieving growth.
8. Course contents	The course will focus on the market side of strategic issues relating to growth for innovative businesses. Special attention will be given to innovations that alter what creates value for customers. These types of innovative businesses disturb and must therefore undermine the rules of competition in an established market. Insight will be given into strategic choices based on an analysis of selected industry contexts.
9. Method of instruction	Instruction will be a combination of lectures, student presentations, and discussions. Between lectures students will be expected to analyze the market context and market options for given innovations.
10. Assessment	Working in groups of three, students will be given an analytical project based on a real-life innovation case. They will have nearly the entire semester to complete the project, which will count for 100% of their course grade. The students will receive advice and guidance at various points during the semester. An individual 3-hour, pass/fail exam will be given at the end of the semester. Passing this exam is a prerequisite for receiving a final course grade.
11. Course syllabus	Ind, Nicholas og Cameron Watt. 2004. <i>Inspiration: capturing the creative potential of your organisation</i> . Basingstoke:

<p>Palgrave Macmillan. ISBN: 1403920583 (173 s.) Pris: 349,-</p> <p>Mintzberg, Henry, Joseph Lampel og Bruce Ahlstrand. 2009. <i>Strategy safari: the complete guide through the wilds of strategic management</i>. 2nd ed. Harlow: FT/ Prentice Hall. ISBN: 978-0-273-71958-8 (441 s.) Pris: 349,-</p> <p>Moore, Geoffrey A. 2002. <i>Crossing the chasm: marketing and selling high-tech products to mainstream customers</i>. Rev. ed., <i>HarperBusiness Essentials</i>. New York: HarperCollins. ISBN: 978-0-06-051712-0 (227 s.) Pris: 189,-</p> <p>Prahalad, C. K. og Venkat Ramaswamy. 2004. <i>The future of competition: co-creating unique value with customers</i>. Boston, Mass.: Harvard Business School Press. ISBN: 9781578519538 (257 s.) Pris: 219,-</p> <p>Roos, Göran, Georg von Krogh, Johan Roos og Lisa Fernström. 2005. <i>Strategi: en innføring</i>. Bergen: Fagbokforlaget. ISBN 82-450-0301-8 (371 s) Pris: 432,-</p> <p>Verde, Patrick, red. 2009. <i>Kompendium : vekststrategi</i>. Oslo: Markedshøyskolen Campus Kristiania. (ca 250 s.) Pris: ca 200,-</p> <p>Kompendium : vekststrategi inneholder:</p> <p>Chung-Shing Lee. 2001. An analytical framework for evaluating e-commerce business models and strategies. <i>Internet Research</i> 11 (4):349 - 359.</p> <p>Clemons, Eric K. og Michael C. Row. 1991. Sustaining IT advantage: the role of structural differences. <i>MIS Quarterly</i> 15 (3):275.</p> <p>Ind, Nicholas og Cameron Watt. 2006. Brands and breakthroughs: how brands help focus creative decision making. <i>Journal of Brand Management</i> 13 (4/5):330.</p> <p>Mintzberg, Henry. 1998. The five P's for strategy. I H. Mintzberg, J. B. Quinn og S. Ghoshal (red) <i>The strategy process</i>,. London: Prentice Hall. s. 13-21.</p> <p>Porter, Michael. 1998. How competitive forces shape strategy. I H. Mintzberg, J. B. Quinn og S. Ghoshal (red) <i>The Strategy process</i>. London: Prentice Hall. s. 60-68.</p> <p>Prahalad, C. K. og Gary Hamel. 1998. The core competence of</p>
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	<p>the organization. I H. Mintzberg, J. B. Quinn og S. Ghoshal (red) <i>The strategy process</i>. London: Prentice Hall. s. 82-90.</p> <p>Walsh, Steven T., Bruce A. Kirchoff og Scott Newbert. 2002. Differentiating market strategies for disruptive technologies. <i>IEEE Transactions on Engineering Management</i> 49 (4):341.</p> <p>Students will in addition receive articles and cases written by the courseinstructors.</p> <p>Dahle Yngve og Patrick Verde. 2009. Et case.</p> <p>———. 2009. Suksesskrav til innovative forretningskonsepter innen Software as a Service. <i>Praktisk økonomi og finans</i>, Juni : 12 sider</p> <p>Total number of pages ca 1300 plus cases.</p>
12. Recommended reading	