



COURSE DESCRIPTION

KBI3100 Knowledge-Based Innovation

1. Degree	Bachelor of Innovation and Entrepreneurship
2. Year/semester	3 rd year – 5 th semester
3. Credits	15
4. Course instructor	Assistant Professor Arild Borg
5. Contact hours	75
6. Course prerequisites	General study qualifications.
7. Learning goals	<p><u>Knowledge:</u></p> <p>The course will provide students with an in-depth knowledge of theories concerning knowledge processes and how these are used in innovation. Students will also acquire an understanding of how to acquire, exchange and create knowledge. They should acquire knowledge of the different methodological approaches and views in this area, and how this affects the acquisition, exchange and development of knowledge. Upon successful completion of the course students will have acquired a good understanding of the importance of knowledge processes for value creation, business development and innovation in businesses.</p> <p><u>Skills:</u></p> <p>Students will learn how to master the different methods and tools for acquiring, developing and creating knowledge, and how this can be exploited in innovation and development. They will also learn how to master the methods and tools involved in the facilitation of processes and the structuring of such knowledge development processes and projects. Students will acquire the ability to understand the practical consequences of theory.</p> <p><u>Attitudes:</u></p> <p>Students should have a critical attitude to the various methodological approaches, and be able to see the consequences,</p>

	<p>relationships and situations related to these approaches. They will develop an attitude where they question the things we take for granted, and understand this from the perspective that most of what we perceive around us is the consequence of social constructions. They should also develop attitudes that encourage them to view people as great resources, and that their ability to contribute is either present or lies latent. Students' attitude in this context is fundamental to the approaches we use in this course. They will also develop an opportunity-oriented attitude, which sees the opportunities inherent in most situations; but where we are also able to distinguish between what can be realized and what may be characterized as utopian (although utopias are usually related to historical contexts, and may thus also provide opportunities).</p>
<p>8. Course contents</p>	<p>The course provides students with specialization in knowledge processes in organizations linked to innovation and entrepreneurship. Students will acquire a good understanding of the relevant theories' explanatory value, as well as a good understanding of knowledge-dynamics.</p> <p>Course overview:</p> <ul style="list-style-type: none"> • Knowledge-based innovation • Different approaches to knowledge development • Transference of experience in and between businesses – value networks • Creation arenas – e.g. Oasen at NTNU and the Future Center, Learning Garden at Gjensidige – Creating new arenas for innovation and development • Prime Movers as pioneers in knowledge development • Scenario learning as knowledge activator • Customer as knowledge activator • Technology as an opportunity and obstacle for value creation

9. Method of instruction	Project-based learning. Students will spend most of their time on designing, implementing and presenting constructed and actual projects. The instruction will be organized into block units where most of the activities will occur in workshops.
10. Assessment	<p>The course will conclude with the submission of a project assignment (2-3 students in each group), which counts for 100% of the grade. The assignment question will be handed out to the students at the start of the course. There will also be two presentations concerning the work on the assignment, so that everyone can share in the learning process. An important part of the evaluation is based on how each student contributes to knowledge sharing and joint learning.</p> <p>An individual written 3-hour examination will be assessed on a pass / fail basis.</p> <p>Students must receive a passing mark in the examination before they will be awarded a final grade.</p>
11. Course syllabus	<p>Arbnor, Ingeman and Björn Bjerke. 2009. <i>Methodology for Creating Business Knowledge</i>. 3rd ed. Thousand Oaks, Calif.: Sage. ISBN: 978-1-84787-059-9 (433 pages) Price: NOK 420.</p> <p>Hermansen, Frede and Per Espen Stoknes. 2004. <i>Lær av fremtiden</i>. Oslo: Gyldendal akademisk. ISBN: 978-82-05-33086-3 (224 pages) Price: NOK 329.</p> <p>Krogh, Georg von, Kazuo Ichijo and Ikujiro Nonaka. 2001. <i>Slik skapes kunnskap: hvordan frigjøre taus kunnskap og inspirere til nytenkning i organisasjoner</i>. Oslo: NKS forlag. ISBN: 82-508-2115-7 (317 pages) Price: NOK 499.</p> <p>Straus, David. 2002. <i>How to Make Collaboration Work: Powerful Ways to Build Consensus, Solve Problems, and Make Decisions</i>. San Francisco: Berrett-Koehler Publishers. ISBN: 978-1-57675-128-2 (247 pages) Price: NOK 135.</p>
12. Recommended reading	Arbnor, Ingeman. 2006. <i>Koenigsegg: entreprenørskap i världsklass: om entreprenørskap som företagande konstart</i> . Malmö: Liber. ISBN: 978-91-47-08609-2

<p>Berger, Peter L. og Thomas Luckmann. 2000. <i>Den samfunnsskapte virkelighet</i>. Bergen: Fagbokforlaget. ISBN: 978-82-7674-539-9</p> <p>Branson, Richard. 2009. <i>Losing my Virginity: The Autobiography</i>. London: Virgin. ISBN: 978-0753519554</p> <p>Corbin, Juliet M. and Anselm L. Strauss. 2008. <i>Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory</i>. 3rd ed. Thousand Oaks: Sage. ISBN: 978-1-4129-0644-9</p> <p>Evans, Philip and Thomas S. Wurster. 2000. <i>Blown to Bits: How the New Economics of Information Transforms Strategy</i>. Boston: Harvard Business School Press. ISBN: 0-87584-877-x</p> <p>Harris, Jim. 2002. <i>Blindsided: How to Spot the Next Breakthrough that will Change your Business Forever</i>. Oxford: Capstone. ISBN: 1-84112-242-4.</p> <p>Kim, W. Chan and Renée Mauborgne. 2005. <i>Blue Ocean Strategy: de nye vinnerstrategiene</i>. 2nd edition [Oslo]: Damm. ISBN: 978-82-02-32193-2.</p> <p>Morgan, Gareth. 1993. <i>Imaginization: The Art of Creative Management</i>. Newbury Park: Sage. ISBN: 0-8039-5299-6</p> <p>Nonaka, Ikujiro and Hirotaka Takeuchi. 1995. <i>The Knowledge-Creating Company: How Japanese Companies Create the Dynamics of Innovation</i>. New York: Oxford University Press. ISBN: 0-19-509269-4</p> <p>Normann, Richard. 2001. <i>Reframing Business: When the Map Changes the Landscape</i>. Chichester: Wiley. ISBN: 978-0-471-48557-5</p> <p>Ramírez, Rafael and Johan Wallin. 2000. <i>Prime Movers: Define Your Business or Have Someone Define it Against You</i>. Chichester: Wiley. ISBN: 0-471-89944-5</p> <p>Rifkin, Jeremy. 2000. <i>The Age of Access: The New Culture of Hypercapitalism, Where all of Life is a Paid-For Experience</i>. New York: Tarcher/Putnam. ISBN: 1-58542-018-2</p>
