

## **COURSE DESCRIPTION**

### **BUSINESS DEVELOPMENT AND INNOVATION II**

1. Programme:	Bachelor's degree in Innovation and Entrepreneurship
2. Course:	Business Development and Innovation II
3. Semester:	Spring, first year
4. Credits:	15
5. Course coordinator:	Professor Jon-Arild Johannessen
6. Teaching hours:	75
7. Prerequisites:	Business Development and Innovation I
8. Course description:	The course provides students with knowledge of how to build up and develop diverse business concepts. Students will become acquainted with various theories, models and tools, in order to analyse, design and concretise both the structure and the content of different types of business concepts.
9. Aims:	The aim of the course is to provide students with knowledge of business development in its theoretical, conceptual and practical applications.
10. Subject overview:	Comprehensive perspective on business development and business concepts, systemic innovation Development process from idea to practical reality Realisation with the help of technology Leadership tools in knowledge economy
11. Implementation:	Project-based learning: Students will design, implement and present constructed and real projects. The teaching will be organized in a block schedule.
12. Evaluation (mid-term and final evaluation):	At the end of the course, students will hand in a project assignment counting 60 % towards the final grade. An individual exam will count 40% towards the final grade.



<p>13. Required reading with number of pages and price for book/fascicle:</p>	<p>Normann, R. (2001) <i>Reframing Business</i>. Chichester, GB: Johan Wiley &amp; Sons Ltd., 300 pages, price kr. 280</p> <p>Prahalad, C.K. and Ramaswamy, Venkat (2004) <i>The Future of Competition – Co-Creating Unique Value with Customers</i>. Boston: Harvard Business School Press, 320 pages, price kr. 290.</p> <p>Johannessen, Jon-Arild, Johan Olaisen, Bjørn Olsen (2008) <i>Positivt lederskap</i> Fagbokforlaget. 250 pages, price kr. 250.</p> <p>Gratton, L. (2007). <i>Hot spots</i>, Prentice Hall, London.</p> <p><u>Compendium of articles:</u> <b>FORHANDLINGER</b> Syntese av: Bazerman &amp; Neale (1992) "Negotiating Rationally", Free Press. Bazerman, M.H. (1994) <i>Judgement in Managerial Decision Making</i>, John Wiley. Cialdini, R.B. (1993) "Influence: Science and Practice", Harper Collins. Turner, J.C (1993). <i>Social Influence</i>, Open University Press, Milton Keynes.</p> <p><b>INFORMATION, INNOVATION AND ORGANISATIONAL LEARNING</b> Johannessen, J-A., Professor, Ph.D., Bodø Graduate School of Business, 8002 Bodø, Norway. Huan, A., Assistant Professor, Bodø Graduate School of Business.</p> <p><b>STRATEGIC MISMANAGEMENT OF KNOWLEDGE:</b> Knowledge management, the danger of information and communication technology, and what to do about it. Professor, Ph.D., Jon-Arild Johannessen Bodø Graduate School of Business, Lillehammer College and Agder Research Foundation, Norway. Associate Professor, Ph.D., Bjørn Olsen, Bodø Graduate School of Business, Norway. Professor, Ph.D., Johan Olaisen Norwegian School of Management, Norway.</p>
<p>14. Recommended reading:</p>	<p>Morgan, G. (1993) <i>Imaginization, The Art of Creative Management</i>. Newbury Park, CA: Sage Publication, 350 pages, price kr. 300</p> <p>James Brian Quinn (1992) <i>Intelligent Enterprise</i>. New</p>



	<p>York: Free Press, 270 pages, price kr. 250</p> <p>Shoshana Zuboff (1984) <i>In the Age of the Smart Machine</i> New York: BasicBooks, 290 pages, pris kr. 280</p>
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