

## COURSE DESCRIPTION

### Innovation, creativity and entrepreneurship

1. Bachelor Degree:	Bachelor in Hotel and Relationship Management Bachelor in International Marketing and Relationship Management Bachelor in Marketing and Relationship Management Bachelor in Tourism and Relationship Management
2. Course:	Innovation, creativity and entrepreneurship
3. Semester:	6. semester, 3. study year
4. Credits:	10
5. Lecturer:	Associate Professor Joyce McHenry
6. Contact hours:	50
7. Prerequisites:	Previous courses in finance and economy Previous course in marketing Previous introductory course in organisation and leadership
8. Academic description:	<p>This is a course in innovation, creativity and entrepreneurship. The focus is on innovation processes in established companies as well as on success factors for establishment of new ventures and challenges that new ventures encounter when entering a market.</p> <p>The first part introduces concepts like, entrepreneurship and innovation with emphasis on what an entrepreneur and intrapreneur do to achieve value creation through innovation. Schumpeter's view on economic development is discussed and what the Norwegian government contribute with to create an environment for innovation.</p> <p>The second part introduces the importance of a business plan and how to establish a new venture from idea till real establishment.</p>
9. Course aims:	The aim is to stimulate and inspire graduate students to start their own business and to be able to contribute to innovation in established companies. The course both aims to establish a theoretical knowledge base on new venture

	<p>creation and innovation as well as practical skills in writing a business plan.</p> <p>The course knowledge and experiences can be used to compete in the national business plan competition Venture Cup</p>
10. Course content:	<p>Entrepreneurship, entrepreneur/intrapreneur</p> <p>Political interest in entrepreneurship</p> <p>Schumpeter – economic development</p> <p>Finance, innovation systems, gender issues in entrepreneurship</p> <p>Business plan, establishment of a new venture from a to z.</p> <p>Creativity</p> <p>Innovation, entrepreneurship and network</p> <p>Experience oriented innovation</p> <p>Innovation models</p> <p>Business idea, positioning, competitive advantage</p> <p>Innovation management</p> <p>Writing of a business plan</p> <p>Presentation of a business idea</p>
11. Teaching methods:	<p>Lectures, discussions and group exercises.</p> <p>The first part is mainly oriented towards knowledge building through lectures and case exercises. After that there is an entrepreneurship workshop where several practitioners will show how they have established their company. The second part is oriented towards writing of a business plan and practical establishment of a venture</p>
12. Assessment:	<p>Half term assessment: Individual exam – 40 %</p> <p>Final term assessment: Group Exam – written business plan – 60 %</p>
13. Required readings:	<p>Obligatorisk:</p> <ul style="list-style-type: none"> <li>• Spilling, O.R. (2006) <i>Entreprenørskap på Norsk</i>, 2. utgave, Fagbokforlaget, 266 sider. Pris 349 NOK</li> <li>• McKinsey &amp; Company (2007), <i>Fra idé til ny virksomhet, en håndbok for nye vekstselskaper</i>, 2. utgave, Universitetsforlaget, 279 sider. Pris 329 NOK</li> </ul>

- Kompendium – Innovasjon, kreativitet, entreprenørskap – vår 2008. 345 sider. Pris ca. 200 NOK
- Aasen, T.M.B., (2007) "Innovasjon I organisasjoner: Forskningsperspektiver og forskningstilnærminger", *Working paper*, NTNU Samfunnsforskning as. Not to be distributed
- Jong, J.P.J. and Den Hartog, D.N. (2007) "How leaders influence employees' innovative behaviour", *European Journal of innovation Management*", Vol.10, No 1, pp 41-64
- Thompson, J.L. (1999), "The world of the entrepreneur – a new perspective", *Journal of workplace learning*, Vol 11, number 6.
- Sandal, J-U., (2006) "Den sosiale entreprenør- et case", *Lund Papers in economic history*, no.101, Lund University
- Jakobsen, H. og Rebsdorf, S. (2003), "kap. 3 Kreativitetsbegrebet i dag", *Ideudvikling ved kreativ innovation*, Gyldendal, Nordisk Forlag.
- Levitt, T. (2002) "Creativity is not enough", *Harvard Business Review*, aug., first publ. 1963.
- Hormozi, A.M. et al. (2002), "Business plans for new or small businesses: paving the path to success", *Management Decisions*, 40/8.
- Mal Forretningsplan – Innovasjon Norge og Bedin
- Flagestad A. et al. (2005), "The tourist destination; a local innovation system? The creation of a model", in Keller, P. and Bieger, T., in *Innovation in Tourism – Creating customer value*, 55th Congress 2005 Brainerd, USA, vol. 47, AIEST
- C.K. Prahalad and Ramaswamy V. (2004), "Co-creating unique value with customers", *Strategy & Leadership*,

	<p>vol. 32. no. 3, pp. 4-9.</p> <ul style="list-style-type: none"> <li>• C.K. Prahalad and Ramaswamy V. (2004) "Chapter 4 Experience Innovation" in <i>The Future of Competition. Co-Creating Unique Value with Customers</i>, Harvard Business School Press Boston, Massachusetts</li> <li>• Gilmore, J.H. and Pine II. (2002) "Customer experience places: the new offering frontier", <i>Strategy &amp; Leadership</i>, 30, 4.</li> <li>• Trott, P. (2005) "Chapter 1 Innovation management: an introduction", in <i>Innovation management and new product development</i>, 3rd. edition, Pearson.</li> <li>• Barney, J. B. (1995) "Looking inside for competitive advantage", <i>Academy of Management Executive</i>, vol. 9, No.4</li> <li>• Lovelock, c. Vandermerve, S. and Lewis, B. (1999) "creating services and adding value", <i>Services Marketing: A European Perspective</i>, chapter 8., Prentice Hall Europe</li> <li>• Normann, R. (1975 og 1989) "Foretagets affærside", <i>Skapende føretagsledning</i>, kap. 3, Bonniers</li> </ul> <p>Det vil i tillegg bli anvendt ekstra litteratur i form av artikler og "cases" etter behov.</p>
14. Supplementary readings:	