

## COURSE DESCRIPTION

### IKE3100 Innovation, Creativity and Entrepreneurship

1. Degree	Bachelor of Advertising and Brand Management Bachelor of Hotel and Relationship Management Bachelor of Marketing and Internationalization Strategies Bachelor of Marketing and Sales Management Bachelor of Tourism and Relationship Management
2. Year/semester	3 <sup>rd</sup> year – 6 <sup>th</sup> semester
3. Credits	10
4. Course instructor	Associate Professor Joyce McHenry
5. Contact hours	50 hours
6. Course prerequisites	Previous courses in finance and economy, marketing, as well as an introductory course in organisation and leadership
7. Learning goals	The aim is to prepare and inspire graduate students to start their own business and to be able to contribute to and coordinate innovation in established organisations. The course shall give both a theoretical knowledge base as well as practical skills in new venture creation and innovation.
8. Course contents	The first part introduces the concepts of creativity, entrepreneurship and innovation. The emphasis is on what an entrepreneur and intrapreneur do to achieve value creation through innovation. As well as on how to stimulate creativity and innovation in new ventures and established organisations. The second part focuses on the practical establishment of a new venture through writing a business plan.
9. Method of instruction	Lectures, discussions and group exercises.
10. Assessment	Half term assessment: <ul style="list-style-type: none"> <li>• Individual exam – 40 %</li> </ul> Final term assessment: <ul style="list-style-type: none"> <li>• Assignment – written business plan – 60 %</li> </ul>

11. Course syllabus	<p>Kaufmann, Geir. 2006. <i>Hva er kreativitet, Hva er; 12</i>. Oslo: Universitetsforlaget. ISBN: 978-82-15-00645-1. Pages: 151. Price: NOK 159,-.</p> <p>McHenry, Joyce, red. 2010. <i>Kompendium: innovasjon, kreativitet og entreprenørskap</i>. Oslo: Markedshøyskolen. Pages: 200. Price: ca. NOK 150,-.</p> <p>McKinsey &amp; Company ; Helge Refsum og Odd Utgård, red. 2007. <i>Fra idé til ny virksomhet: en håndbok for nye vekstselskaper</i>. 2. utg. Oslo: Universitetsforlaget. ISBN: 978-82-15-01153-0. Pages: 279. Price: NOK 339,-.</p> <p>Spilling, Olav R., red. 2006. <i>Entreprenørskap på norsk</i>. 2. utg. Bergen: Fagbokforlaget. ISBN: 978-82-450-0405-2. Pages: 266. Price: NOK 380,-.</p> <p><b>Compendium: innovasjon, kreativitet og entreprenørskap contains:</b></p> <ol style="list-style-type: none"><li>1. Flagestad A. et al. (2005), "The tourist destination; a local innovation system? The creation of a model", in Keller, P. and Bieger, T., in <i>Innovation in Tourism – Creating customer value</i>, 55th Congress 2005 Brainerd, USA, vol. 47, AIEST</li><li>2. Trott, P. (2005) "Chapter 1 Innovation management: an introduction", in <i>Innovation management and new product development</i>, 3rd. edition, Pearson</li><li>3. Cooper, R.G. (2008) "The stage-Gate Idea-to Launch Process-Update, What's new and Nexgen Systems, <i>Journal of Product Innovation Management</i>. 25 (3): 213-232</li><li>4. Amabile, Teresa M., Constance N. Hadley og Steven J. Kramer. 2002. Creativity under the Gun. <i>Harvard Business Review</i>. 80 (8): 52-61.</li><li>5. Brown, Tim. 2008. Design Thinking. <i>Harvard Business Review</i>, 86 (6): 84-92</li><li>6. Prahalad, C.K, og Venkat Ramaswamy V. 2004, "Co-creating unique value with customers", <i>Strategy &amp; Leadership</i>, 32 (3): 4-9</li><li>7. Gilmore, James H., og Joseph Pine II. 2002. "Customer experience places: the new offering frontier", <i>Strategy &amp; Leadership</i>, 30 (4): 4-11.</li><li>8. Thompson, J.L. 1999, "The world of the entrepreneur – a new</li></ol>

	<p>perspective”, <i>Journal of workplace learning</i>. 11 (6): 209-224.</p> <p>9. Dees, J.G. .1998. “The Meaning of Social Entrepreneurship”, working paper of <i>Kauffman Center for Entrepreneurial Leadership</i>, USA.</p> <p>10. Sandal, J-U, .2006. “Den sosiale entreprenør- et case”, <i>Lund Papers in economic history</i>, no.101, Lund University.</p> <p>11. Hormozi, Amir .M. et al. 2002. ”Business plans for new or small businesses: paving the path to success”, <i>Management Decisions</i>, 40(8):755-763.</p> <p>12. Barney, Jay B. 1995. “Looking inside for competitive advantage”, <i>Academy of Management Executive</i>,. 9(4):49-61</p> <p>13. Lovelock, Christopher,Sandra Vandermerve, og Barbara Lewis. 1999. Chapter 8: Creating services and adding value. I <i>Services Marketing: A European Perspective</i>, London:Prentice Hall</p> <p>14. Normann, R. (1975 og 1989) “Foretagets affærside”, <i>Skapende føretagsledning</i> Stockholm:Bonnier</p> <p>Det vil i tillegg bli anvendt ekstra litteratur i form av artikler og "cases" etter behov.</p>
12. Recommended reading	