



COURSE DESCRIPTION

FUI3400 Business Development and Innovation – specialization seminar

1. Degree	Bachelor of Innovation and Entrepreneurship
2. Year/semester	3 rd year – 6 th semester
3. Credits	10
4. Course instructor	Assistant Professor Patrick Verde
5. Contact hours	50 hours
6. Course prerequisites	Completion of Economy Management; Methodology and Science Theory; Creative Processes I and II; Business Development and Innovation I; Growth Strategy; Project and Organizational Understanding; Innovation, Creativity and Business Development; Management, specialization seminar; Management – specialization seminar; Knowledge-Based Innovation; or equivalent courses.
7. Learning goals	<p>Knowledge goals: Students will gain insight into the most important concepts with regard to influence and negotiation mechanisms and their fundamental importance for understanding the mechanisms of consultative sales. They will gain insight into sales as an activity that changes with social and market development.</p> <p>Skills: Students will learn to use communication mechanisms to influence negotiation and sale.</p> <p>Attitude goals: Developing a reflective attitude to ethics related to influence and sales.</p>
8. Course contents	The course begins with a historical perspective on the changes in the selling role. It continues by emphasizing the importance of cognitive dynamics in decision-making under the influence of reciprocity, consistency, social proof, social acceptance,

	<p>authority, scarcity, etc. These phenomena are placed in the context of practice in negotiating and consultative sales. This is done by applying the knowledge of negotiating efforts and sales planning and presentation work.</p> <p>Tools and practical systematics that have particular relevance for negotiation and consultative sales will be covered.</p>
9. Method of instruction	<p>The methods of instruction will alternate between lectures, presentations and exercises. Feedback on presentations from students is also an important element.</p>
10. Assessment	<p>Groups of up to three students will prepare and complete two presentations on given topics. These must receive passing marks in order to be given a final passing grade for the course.</p> <p>Three-hour individual written examination which counts for 100% of the course grade.</p>
11. Course syllabus	<p>Cialdini, Robert B. 2003. <i>Påvirkning: teori og praksis</i>. Oslo: Abstrakt forlag. ISBN: 978-82-7935-107-8. (272 p) Price: NOK 385,-</p> <p>Friedman, Walter A. 2005. <i>Birth of a Salesman – The Transformation of Selling America</i>. Paperback utgave, London: Harvard University Press. ISBN: 978-06-74-01833-4. (368 p) Price: NOK 184,-</p> <p>Rognes, Jørn Kjell. 2008. <i>Forhandlinger</i>. 3. utg. Oslo: Universitetsforlaget. ISBN: 978-82-15-00567-6. (214 p) Price: NOK 329,-</p>
12. Recommended reading	