



COURSE DESCRIPTION

IKE3100 Innovation, Creativity and Entrepreneurship

| | |
|--------------------------|---|
| 1. Degree | Bachelor of Advertising and Brand Management Bachelor of Hotel Management Bachelor of Marketing and Internationalization Strategies Bachelor of Marketing and Sales Management Bachelor of Tourism Management |
| 2. Year/semester | 3 rd year – 6 th 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 objectives | <p>Knowledge: Students will gain knowledge about the basic theories in entrepreneurship, innovation and creativity.</p> <p>Skill: Skill and motivation to start a new venture, as well as be able to contribute to innovation processes in an established organization.</p> <p>Attitude: Positive attitude towards creativity and thinking "outside the box"</p> |
| 8. Course contents | <p>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.</p> <p>The second part focuses on the practical establishment of a new venture through writing a business plan.</p> |
| 9. Method of instruction | Lectures, discussions and group exercises. |

| | |
|---------------------|---|
| 10. Assessment | Half term assessment: <ul style="list-style-type: none">• Individual exam – 40 % Final term assessment: <ul style="list-style-type: none">• Assignment – written business plan – 60 % |
| 11. Course syllabus | <p>Kaufmann, Geir. 2006. <i>Hva er kreativitet</i>. Oslo: Universitetsforlaget. ISBN: 9788215006451. Sider: 151. Pris: 179,-</p> <p>McKinsey & 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: 9788215011530. Sider: 279. Pris: 349,-</p> <p>Spilling, Olav R., red. 2006. <i>Entreprenørskap på norsk</i>. 2. utg. Bergen: Fagbokforlaget. ISBN: 9788245004052. Sider: 266. Pris: 397,-</p> <p>Compendium: innovasjon, kreativitet og entreprenørskap contains:</p> <ol style="list-style-type: none">1. Flagestad, Arvid et al. 2005. "The tourist destination; A local innovation system? The creation of a model." I Keller og Bieger: <i>Innovation in Tourism – Creating customer value</i>. 55th Congress 2005 Brainerd, USA, vol. 47, AIEST.2. Trott, Paul. 2005. "Chapter 1 Innovation management: An introduction." I <i>Innovation management and new product development</i>, 5-38. 3. utg. Harlow: FT Prentice Hall.3. Cooper, Robert G. 2008. "Perspective: The stage-Gate Idea-to Launch Process-Update, What's new and NexGen Systems." <i>Journal of Product Innovation Management</i>, 25(3):213-232.4. Amabile, Teresa M., Constance N. Hadley og Steven J. Kramer. 2002. "Creativity under the gun." <i>Harvard Business Review</i>, 80(8):52-61.5. Brown, Tim. 2008. "Design thinking." <i>Harvard Business Review</i>, 86(6):84-92.6. Prahalad, C.K. og Venkat Ramaswamy. 2004. "Co-creating unique value with customers." <i>Strategy & Leadership</i>, 32 (3): 4-9.7. Gilmore, James H., og Joseph Pine II. 2002. "Customer experience places: The new offering frontier", <i>Strategy & Leadership</i>, 30 (4): 4-11.8. Thompson, John L. 1999. "The world of the entrepreneur – a new perspective." <i>Journal of workplace learning</i>, 11(6):209-224. |

| | |
|-------------------------|--|
| | <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, Jan-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 Decision</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 H., Sandra Vandermerwe og Barbara Lewis. 1999. "Chapter 8: Creating services and adding value." I <i>Services marketing: A european perspective</i>, 291-320. London: Prentice Hall Europe.</p> <p>14. Normann, R. 1975 og 1989. "Foretgetsaffærsider." <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 | |