



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE682 Företagsekonomi II - Innovation Management, 7,5  
högskolepoäng

1FE682 Business Administration II - Innovation Management, 7.5  
credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved 2020-01-22

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

### **Prerequisites**

15 credits in Business Administration on G1N of which 7,5 credits within Marketing or the equivalent. English B/6 or the equivalent.

## Objectives

After completing this course/module the student should be able to:

- understand the concept of innovation in business contexts
- understand managerial challenges and identify innovation opportunities
- develop creative approaches to problem solving in business contexts
- understand the relevance of people as creative problem solvers
- apply the creative and problem-solving skills to formulate and generate innovative solutions in a business context

## Content

The course contains:

- innovation and creativity

- managerial problems and challenges
- generating innovative ideas and solutions
- creative problem solving approach

## Type of Instruction

The teaching consists of lectures, workshops, and seminars. Students are instructed with the necessary information on the topics which will be discussed and tested with weekly group assignments. Students have to study literature for each session and prepare the group assignments. The overall examination of the group project will take place in the final seminar. Participation in workshops and seminars is compulsory. Dates for compulsory elements are stated in the schedule.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through a written group project, an oral presentation and a written self-evaluation report.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

## Other

If English is the language of instruction, the associated examination is in English too.

## Required Reading and Additional Study Material

### Required reading

Isaksen, S., Dorval, B., Treffinger, D.J. *Creative Approaches to problem solving. A Framework for Innovation and Change*. Sage Publications. Latest edition. About 320 pages.