



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 2023-02-27 by School of Business and Economics. Prerequisites as well as standard texts.

The course syllabus is valid from autumn semester 2023

Prerequisites

At least 15 credits completed courses from Business Administration G1N, of which at least 7.5 credits of marketing and English 6, or the equivalent. English B/6 or the equivalent.

Objectives

After completing this course 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 components 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 and an oral presentation 6.5 credits and a written self-evaluation report 1 credit.

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.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing 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 are in regular carried out anonymously.

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.