



## Course syllabus

Faculty Board of Business, Economics and Design  
School of Business and Economics

2FE032 Development of Products, Services and Experiences, 7,5  
högskolepoäng

Development of Products, Services and Experiences, 7.5 credits

**Main field of study**

Business Administration

**Subject Group**

Business Administration

**Level of classification**

First Level

**Progression**

G2F

**Date of Ratification**

Approved by Organisational Committee 2009-06-17

The course syllabus is valid from spring semester 2010

**Prerequisites**

Business Administration 1-60 higher education credits including basic marketing, 7,5  
higher education credits

### Expected learning outcomes

After fulfilment of the part the student is expected

**to have broad knowledge of**

- innovation and design to create customer value
- innovation, product development and design as differentiating
- intellectual assets and intellectual rights
- design as the realization of innovations and products
- the organizing of innovative activities and design in the company and in the extended company (innovation and design in networks and virtual enterprises)
- the product life-cycle
- the meobius strip: differences between products, services and experiences
- “scripting” services
- storytelling as the scripting of experiences

**be able to apply**

- conceptualizing of a product or service

- organizing creative and screening work-shops
- business process management of innovation, product development and product revision
- target profiting, target costing

### **understand**

- how innovation and design creates value
- how innovation and design give the company competitiveness
- innovation, product development and product revision as a necessary means of business renewal (within the frame of present business)
- innovation, product development and product revision as differentiating, the building of competitive power
- business processes of innovation, product development and product revision

### **Content**

- Product development as differentiation, the building of competitive power
- The differences in the decision making processes of product development
- Business processes of product development
- The role of the customer in product development
- The Product life cycle
- Product development outside the boarders of the company
- "Outsourcing" of product development; "wintelism"
- Business Process Management of product development
- Target profiting, target costing
- Control of chaos, cost of product development, "Time-to-market"
- Exploiting product development: "Peak", "Time-to-peak"

### **Type of Instruction**

Literature studies, lectures, work-shops, seminars

### **Examination**

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Written examination, paper

A retest will be offered a few weeks after the original test for students who have not successfully passed the original test. At least 5 tests will be offered.

The grades are Pass with Distinction (80%-100%), Pass (60%-79%) or Failure (0%-59%).

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

### **Course Evaluation**

A written course evaluation is performed and compiled into a report to be kept in the university school archives. The result and any measures taken are communicated to the course co-ordinator and presented to the students participating the next time the course is offered.

### **Required Reading and Additional Study Material**

#### **Required reading**