



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 the Board of the School of Business and Economics 2009-06-17

Revised 2012-10-15. Revision due to reformulation of objectives, content and type of instruction.

The course syllabus is valid from spring semester 2013

Prerequisites

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

Objectives

After completion of the course the student should be able to:

- Identify strategies for product development
- Describe the managing process of product development
- Analyze innovation and product development to/for/with/by the customer

Content

From need to offer. From value analysis to competition profile (as a brief for innovation and product development.)

Analysis and use of the company's resources for innovation and product development

Choice and interpretation of customer information as base for innovation and product development.

Type of Instruction

Problem based learning, mainly through working with case based papers in seminars.

Active participation is demanded at seminars where case papers are presented and

discussed. Participation in tasks and seminars are mandatory, as is the preparation for these. The course literature is introduced in lectures and examined in written exams.

Examination

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

Written examinations and written papers.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5 to 8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written course evaluation is done and is collected into a report that is archived at the

instance of the course or in another way that the course responsible finds suitable. Other forms of evaluation as e.g. continuously during the course or talks with the students are used and encouraged with the aim of guaranteeing continuous quality improvement.

Required Reading and Additional Study Material

Required reading

Trott, P., *Innovation Management and New Product Development*, Prentice Hall, latest edition, 616 pages,

Von Hippel, E. (1988), *The Sources of Innovation*, Oxford University Press, 221 pages,

Free Ebook downloadable on Von Hippel's home page.

Scientific articles, 300 pages, obligatory

Scientific articles, 300 pages, optional