



## Course syllabus

School of Business and Economics  
Department of Marketing

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 2009-06-17

Revised 2014-11-27 by School of Business and Economics. Revision due to change of literature.

The course syllabus is valid from spring semester 2015

### **Prerequisites**

Business Administration 60 credits including basic marketing, 7,5 credits, and English B/6, or the equivalent.

## 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

The course contains:

- from customer need to offering
- 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 papers in seminars. Active participation is demanded at seminars where papers are presented and discussed. Participation in seminars are mandatory, as is the preparation for these. The course literature is introduced in lectures. Mandatory parts are stated in the schedule.

### Examination

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

The course is examined through written examination 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".

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

### Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

### Required Reading and Additional Study Material

#### **Required reading**

Von Hippel, E. (1988), *The Sources of Innovation*, Oxford University Press. About 221 pages. (Free E-book downloadable from <http://web.mit.edu/evhippel/www/democ1.htm>)

Scientific articles, about 800 pages.