



## Course syllabus

School of Business and Economics

Department of Marketing

2FE082 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 School of Business and Economics 2015-05-13

The course syllabus is valid from spring semester 2016

### **Prerequisites**

Business Administration I-II, 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

The teaching consists of problem based learning, mainly through working with papers in seminars. Active participation is demanded at seminars where papers are presented and

discussed. Mandatory parts 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 written examination, written papers and seminars.

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.

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.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course 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

Von Hippel, E. *The Sources of Innovation*, Oxford University Press. About 220 p. (Free E-book downloadable from <http://web.mit.edu/evhippel/www/democ1.htm>). Latest edition.

Scientific articles, about 800 pages.