



Course syllabus

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

4FE009 Business Development by Innovation, Product Development and Product Revision, 15 högskolepoäng

Business Development by Innovation, Product Development and Product Revision, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved by the Board of the School of Business and Economics 2009-11-30

Revised 2010-07-05

The course syllabus is valid from autumn semester 2010

Prerequisites

Students are required to have a Bachelor of Science or Bachelor of Arts degree in Business Administration, with 60 Higher Education Credits in Marketing (or corresponding subjects), and English course B or the equivalent.

Expected learning outcomes

After finished course the student is expected to

have broad knowledge about

- innovation, product development and product renewal the product lifecycle
- innovation, product development and product renewal as a necessary part of a "going concern"
- stakeholders in innovation, product development and product renewal

be able to apply

- business process management of innovation, product development and product renewal
- Target profit, target costs
- controlled chaos: costs of innovation, product development and product renewal , "Time-to-market"

- exploitation of innovation, product development and product renewal

understand

- innovation, product development and product renewal as means for business development (the creation of new business)
- customer needs
- innovation, product development and product renewal as a necessary means for business renewal (within the framework of the present business)
- innovation, product development and product renewal as differentiation, the building of competitive power
- differences in the decision processes for innovation, product development and product renewal
- business processes for innovation, product development and product renewal

Content

A framework for innovation, product development and product renewal

1. The Product lifecycle
2. Innovation, product development and product renewal as a necessary part of a "going concern"
3. Stakeholders in innovation, product development and product renewal
4. To understand customer needs
5. Innovation, product development and product renewal as a necessary means for business renewal (within the framework of the present business)
6. innovation, product development and product renewal as differentiation, the building of competitive power
7. Differences in the decision processes for innovation, product development and product renewal
8. business processes for innovation, product development and product renewal

Different processes for innovation, product development and product renewal

1. The customer makes the innovation, product development and product renewal
 - a). The customer as an entrepreneur for her own innovation, product development and product renewal
 - b). The nurturing of customer's innovation, product development and product renewal
2. Innovation, product development and product renewal together with the customer; "special"-products
3. Let the customer chose; "standard-special"-products, showrooms, virtual showrooms
4. Innovation, product development and product renewal within the company
 - a) The "hierarchical" approach; the product function, the construction and the design department
 - b) The "collaborative" approach; design management as an approach for innovation, product development and product renewal within the company
5. Innovation, product development and product renewal beyond the borders of the company
 - a) The environment for innovation, product development and product renewal ; Clusters
 - b) Virtual enterprises for innovation, product development and product renewal ; The virtual enterprise as a tool for its "architect"
 - c) Co-opetition (cooperation between competitors) to create the market place as a "collaborative" approach
6. "Outsourcing" of innovation, product development and product renewal ; "wintelism"

Business process management of innovation, product development and product renewal

1. Target profit, target costs
2. Control of chaos, the costs of innovation, product development and product renewal , "Time-to-market"
3. The Exploitation of innovation, product development and product renewal : "Peak", "Time-to-peak"

Type of Instruction

Literature studies, lectures, training sessions, seminars

Examination

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

3 peer-lectures

1 query

1 seminar paper

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

obligatory course literature

Author/ed. Title, publisher and publishing year. Pages

von Hippel, E, The Sources of Innovation, Oxford University Press, 1988221

von Hippel,E, Democratizing Innovation, MIT Press, 2005; E-book220

Westland, J C, Global Innovation Management, Palgrave, latest edition346

Burns, T Stalker, G M, The Management of Innovation, Social SciencePaperbacks, 1961, 262

Jönsson, S, Product Development – Work for Premium Values, Liber, 2004, 296

Kling, R, Developing Product Development in Times of Brutal Change, EFI, 2006, 237
ELNU, Articles, 600

Three graduation works on an advanced level in Product development