



Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

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

4FE009 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 2009-11-30

Revised 2022-12-05 by School of Business and Economics. Change of department
The course syllabus is valid from spring semester 2023

Prerequisites

Students are required to have a Bachelor of Science or Bachelor of Arts degree in Business Administration, with 30 Higher Education Credits in Marketing (or corresponding subjects), and English B or the equivalent.

Objectives

After finished course the student is expected to be able to:

- explain the concepts innovation, product development, product revision and product life cycle
- explain innovation, product development and product revision as differentiation, the building of competitiveness
- explain innovation, product development and product revision as a necessary part of a "going concern"
- identify the stakeholders in innovation, product development and product revision.
- evaluate and independently identify relevant descriptions of customers' needs to be used as a brief for the development of innovations

- identify differences in the decision processes for innovation, product development, and product revision respectively
- independently perform a dialogue with concerned stakeholders about the most important elements in the business process management of innovation, product development and product revision
- independently perform a dialogue with concerned stakeholders about target profit and target revenues: (1) the exercise of a controlled chaos: (a) costs of innovation, product development and product revision, (b) time-to-market. (2) the exploitation of innovation, product development and product revision
- plan activities for innovation, product development and product revision, as a means for business development – within the framework of present business and for the creation of new business
- analyse a firm's innovation process and suggest activities to develop this
- analyse scientific articles and with an effective oral and computer supported presentation lecture on these in so called peer-lectures
- accomplish a theses on advanced level, partly independently and partly under supervision, as training before one or two year master theses

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 he 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 boarders 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).

Peer-lectures, query and seminar paper.

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 5-8 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 carried out and compiled in a report, which is archived at the department. 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

obligatory course literature

Burns, T., Stalker, G. M.,(1961), *The Management of Innovation*, Social SciencePaperbacks, 262 p.

Jönsson, S., (2004), *Product Development – Work for Premium Values*, Liber, 296 p.

Kling, R., (2006), *Developing Product Development in Times of Brutal Change*, EFI, 237 p.

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

Von Hippel,E., (2005), *Democratizing Innovation*, MIT Press, E-book, 220 p.

Westland, J. C., *Global Innovation Management*, Palgrave, senaste upplaga, 346 p. 237

Scientific articles, 600 p.

Three graduation works on advanced level in Product Development