



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4FE125 Managing Innovation and Entrepreneurship, 15
högskolepoäng

4FE125 Managing Innovation and Entrepreneurship, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1F

Date of Ratification

Approved 2015-06-11

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

Prerequisites

General entry requirements for second-cycle studies and specific entry requirements:

- Bachelor Degree in Business Administration, of which at least 30 credits in Marketing at G1N/F level, or the equivalent;
- at least 15 credits from the courses Applied Marketing Analysis and International Marketing Strategy, or the equivalent;
- English B/6, or the equivalent.

Objectives

After completing this course the student should be able to:

- critically review and debate innovation processes and structures such as R&D team, idea generation processes, and the challenges of innovation in large and small firms
- critically review and debate the technological, human, economic, organizational, social and other dimensions of innovation
- explain and reflect upon the effects of new technology on people and work systems

- describe the connection between effective management of technological innovation and the need for integration of people, processes and technology
- identify, evaluate, and resolve a variety of issues relating to poor innovative performance in large firms as well as entrepreneurial firms
- critically and systematically integrate knowledge to analyze, assess and deal with complex situations

Content

The course contains:

- how the innovation process works
- creating an organizational environment that rewards innovation and entrepreneurship
- designing appropriate innovation processes
- organizing to take advantage of internal and external sources of innovation
- structuring entrepreneurial and established organizations for effective innovation

Type of Instruction

Lectures, tutorials, seminars, self-studying combined with discussions and students' presentations.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined by assignments, workshops and seminar paper.

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Required reading

Tidd, J. & Bessant, J. *Managing Innovation: integrating technological, market and*

organizational change. Wiley. Latest edition. About 680 pages.

Von Hippel, E. *Democratizing Innovation*. MIT Press. E-book. Latest edition. About 220 pages.

Scientific articles. About 600 pages.

Reference literature

Osterwalder A., Pigneur Y., Smith A., & Frederic E. *The Invincible Company: How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models*. John Wiley & Sons Incorporated. Latest edition. About 400 sidor.