



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4FE452 Knowledge and Innovation-Based Strategy, 7,5
högskolepoäng

4FE452 Knowledge and Innovation-Based Strategy, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved 2018-03-21

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, plus specific entry requirements:

- 15 credits Business Administration at level A1N,
- English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- critically review the role of knowledge in organizational practices
- explain and evaluate knowledge and organizational learning processes as antecedents to strategic innovation and a dynamic organization
- analyze and evaluate the innovation processes in multinational organizations
- evaluate the impact of institutional contexts on innovation processes
- integrate organizational learning and knowledge-management theory in order to analyze and evaluate knowledge creation and innovation processes in multinational settings

Content

The course contains:

- the role of organizational knowledge
- the creation of knowledge in organizations and how to organize for knowledge creation in cross-border settings
- organizational learning from a strategic and multi-level perspective
- the foundation for strategic organizational dynamism in changing environments
- the role of innovation
- the organization of innovation in multinational enterprises

Type of Instruction

The teaching consists of lectures, seminars, case studies and group work. Participation in case-study exercises and seminar exercises is compulsory.

Examination

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

The course is examined through an individual case analysis (4 credits), a group work (3 credits) and an individual problem analysis (0.5 credits).

Examinations are carried out through a written exam as well as an individual assignment and a group assignment, both including reporting assignments in oral and written form.

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. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing 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 conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Required reading

Pehrsson, A. (Ed.). *Competitive International Strategy: Key Implementation Issues*. New York: Routledge. Latest edition. About 190 pages.

Scientific articles. About 250 pages.