



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSN31, Business Administration: From Consumer Insight to Innovation, 5 credits**

*Business Administration: From Consumer Insight to Innovation, 5 högskolepoäng*

Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-03-03 to be valid from 2016-03-03, autumn semester 2016.

### **General Information**

BUSN31 is a course on Business Administration at the advanced level.

*Language of instruction:* English

The course is offered in English. Students must therefore be able to communicate in English, both orally and in writing.

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

A passing grade on the course will be awarded to students who:

#### **Knowledge and understanding**

- Can account for and explain central models within the field of consumer studies and innovation
- Can account for the different challenges involved in consumer studies and the link to innovation

#### **Competence and skills**

- Can apply relevant theories when dealing with practical problems within the area of consumer studies and innovation
- Understand and explain the basic assumptions and views that the applied theories are based upon.
- Have an ability to communicate in English on issues, debates and problems in the field both orally and in writing.
- Can work both individually and as a member of a group with students from different cultures in order to solve practical problems as well as manage a more extensive project.

### **Judgement and approach**

- Can select and evaluate different theories in relation to specific practical problems.

### **Course content**

The course covers an area increasingly important to many companies, not least international and global companies namely the link between consumer studies and innovation. Being able to increase innovation on the market is of greatest importance to many companies, not least those working on consumer markets. While internationalization and decreasing loyalty drive margins down, there is a need to increase margins by being able to innovate. One important input into innovation processes is consumer studies and as the media situation is changing, consumer studies means more now than the traditional input via surveys etc. New media and new methods have increased the number of ways to create and get access to relevant consumer input to drive the innovation process. The course intends to enhance students' ability to create consumer input as well as to understand how this input can be turned into valuable innovation in terms of products, services, business models etc

- Innovation processes in organisations
- Using different input in innovation processes
- Open innovation and consumer participation in innovation
- Driven och driving innovation – demands on the organisation
- Value Innovation
- Understanding and using consumer trends for innovation
- Methods for consumer studies in innovation
- Breakthrough innovation – the role of consumer studies

### **Course design**

Instruction is pursued primarily through lessons and case exercises in groups.

### **Assessment**

The structure of the course and the basis of grading require regular attendance and continuous work with various assignments. Grading is carried out continually on the basis of case exercises, work assignments and seminar discussions.

Students who do not get a sufficient number of points to pass the course as a whole, will get the possibility to do a complementary assignment in order to pass the course. The only available grades will then be pass or fail.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## **Grades**

Marking scale: Fail, E, D, C, B, A.

At the School of Economics and Management grades are awarded in accordance with a criterion-based grading scale A-U (A-F). Students have to receive a grade of E or higher in order to pass a course.

### GRADE CHARACTERISTIC POINTS / PERCENTAGE OF TOTAL SCORE CRITERIA

A Excellent 100-85 A distinguished result that is excellent with regard to the following aspects – theoretical depth, practical relevance, analytical ability and independent thought.

B Very good 84-75 A very good result with regard to the above mentioned aspects.

C Good 74-65 The result is of a good standard with regard to the above mentioned aspects and lives up to expectations.

D Satisfactory 64-55 The result is of a satisfactory standard with regard to the above mentioned aspects and lives up to expectations.

E Sufficient 54-50 The result satisfies the minimum requirements with regard to the above mentioned aspects, but not more.

U (F) Fail 49-0 The result does not meet the minimum requirements with regard to the above mentioned aspects.

Some occasional examination elements of the course may have the grading scale pass (D) / Fail U (F).

If a written exam is included in the examination: A student who is graded Fail after two examinations on the written exam has the opportunity to request an additional task. The grade of this additional task is U or E and should be made no later than the semester following the semester when the student was registered at the course.

*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## **Entry requirements**

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS-cr in Business Administration is required. These must include a course in basic Business Administration (e.g. FEKA90 Business Administration: Introductory course in Business Administration).

## **Further information**

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

## Subcourses in BUSN31, Business Administration: From Consumer Insight to Innovation

Applies from H16

- 1602 Written exam, 2,5 hp  
Grading scale: Fail, Pass
- 1603 Case examination, 2,5 hp  
Grading scale: Fail, Pass

Applies from H11

- 1101 From Consumer Insight to Innovation, 5,0 hp  
Grading scale: Fail, E, D, C, B, A