



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSN48, Business Administration: Managing Creativity and Innovation, 7.5 credits**

*Företagsekonomi: Ledning av innovation och kreativitet, 7,5 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 2016-09-28 to be valid from 2016-10-28, autumn semester 2017.

### **General Information**

The course BUSN48 is a course in Business Administration at the advanced level.

*Language of instruction:* English

*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**

- Demonstrate good knowledge and understanding of different perspectives on innovation and creativity as well as the broader context in which innovation and creativity happens by reviewing the pertinent literature on innovation and creativity in theory seminars.

#### **Competence and skills**

- Develop critical and reflective capabilities in order to compare different views on innovation and creativity and assess critically the wider context for innovation and creativity.  
- Evaluate challenges of facilitating innovation and creativity and differentiate

This is a translation of the course syllabus approved in Swedish

between theoretical conceptions of innovation and creativity and their practical usefulness based on empirical insights.

### **Judgement and approach**

- Develop and present an analysis of a practical problem which reflects the challenges and potential pitfalls of applying theoretical knowledge on innovation and creativity.

### **Course content**

The course is divided into four interrelated parts. Combined, these four parts aim to provide a comprehensive overview of what creativity and innovation is and relates to the questions of, how creativity and innovation could be stimulated and further developed in an organization; what role external stakeholders of the company play; why innovation and creativity have become so important and what possible positive but also negative effects it can have.

To that end part 1 of the course presents and discusses various different conceptions of creativity and innovation. These include the functionalist view, a systems perspectives, sensemaking models and process models. The purpose is to familiarize the students with common views on creativity and innovation.

Part 2 explores examples and various challenges of managing creativity and innovation. In that context stimulating creativity on individual and team level will be investigated as well as organizational efforts to structure and commercialize the innovation process.

The third part looks at the broader economic, cultural and societal context of creativity and innovation. In that respect the latest trends of open innovation, free and open source software communities and the democratization of innovation will be discussed as well as concepts of the creative city, innovation clusters and intellectual property rights.

With regard to a critical evaluation of innovation and creativity the concluding part 4 of the course reflects on the effects of disruptive innovation and discusses ethical considerations.

### **Course design**

The course is focused on student led teaching and case study seminars. The pedagogical idea is that preparation of relevant literature (part 1) and an independent case analysis (part 2) facilitates deep learning within a community of peers and additionally serves as groundwork for their independent work on their degree projects later on in the program.

To that end the students will in the first part of the course provide literature reviews of the four theoretical areas in creativity and innovation (see above). They will be asked to prepare a written literature review from a literature list but also encouraged to add additional articles. An introductory lecture will prepare them for this work. Their results will then be presented to the rest of the class. In order to ensure that the learning objectives are reached the student-led presentations will be followed by lectures which discuss and deepen their literature review. Hence the lectures add and complement students' acquired expertise in one of the theoretical areas. In the second part of the course the students will be given a case study which they need to analyze. The analysis should include theories and concepts from the first part of the class in

order to present the problem, possible solutions and critical reflections.

## Assessment

The assessment of the course is threefold. The literature review will be graded, the presentation of the case studies and a final take home exam.

See appendix including examination sessions. (Will be attached to the curriculum automatically in the system).

*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.

**Grade** (Definition) Points or % out of maximum points. Characteristic.

**A** (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F** (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

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

*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 BUSN48, Business Administration: Managing Creativity and Innovation**

Applies from H17

1601 Written Take-Home Exam, 7,5 hp  
Grading scale: Fail, E, D, C, B, A