



School of Economics and Management

## **BUSO31, Business Administration: From Consumer Insight to Innovation, 7.5 credits**

*Företagsekonomi: Från konsumentinsikt till innovation, 7,5 högskolepoäng*

Second Cycle / Avancerad nivå

---

### **Details of approval**

The syllabus was approved by The Board of the Department of Business Administration on 2019-03-25 to be valid from 2019-03-25, autumn semester 2019.

### **General Information**

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 need to actively involve users and consumers in the innovation process and has increased, as has the demand for more personalized products and services.

*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**

- Can account for and explain central models within the field of innovation studies
- Can account for and explain central models within at the intersection 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 follow the development of the field of international marketing and innovation through journal articles and research oriented books as well as the more popular press.
- 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 and situations

### **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 need to actively involve users and consumers in the innovation process and has increased, as has the demand for more personalized products and services. The course intends to enhance students' ability to create consumer input as well as to understand how this input can be turned into valuable innovations in terms of products, services, business models etc. The implications of innovation on branding is also considered. The course address the following topics:

- The logic of innovation and its implications for competition
- Innovation processes in organisations
- Open innovation and consumer participation in innovation
- Market driven and 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
- Strategies for branding innovations

## Course design

Instruction is pursued primarily through lectures, guest lectures and case exercises in groups.

## Assessment

Instruction is pursued primarily through lectures, guest lectures and case exercises in groups. The structure of the course and the basis of grading requires regular attendance and continuous work with various assignments. Grading is carried out continually on the basis of case exercises and a written exam.

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

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*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).

## Subcourses in BUSO31, Business Administration: From Consumer Insight to Innovation

Applies from H20

- 2001 Case examination, 5,0 hp  
Grading scale: Fail, Pass
- 2002 Written examination, 2,5 hp  
Grading scale: Fail, Pass

Applies from H19

- 1901 Case examination, 5,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1902 Written examination, 2,5 hp  
Grading scale: Fail, E, D, C, B, A