



LUND
UNIVERSITY

School of Economics and Management

BUSN17, Business Administration: Innovation Management, 5 credits

Företagsekonomi: Innovationsledning, 5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2017-12-04 to be valid from 2017-12-04, spring semester 2018.

General Information

The course BUSN17 is a course on Business Administration at the ungraduated/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

Knowledge and understanding

A passing grade on the course will be awarded to students who have demonstrated knowledge and understanding of:

- How innovation affects the competitive dynamics of international markets
- How managers can strategically manage innovation
- How managers can implement their innovation strategies

Competence and skills

A passing grade on the course will be awarded to students who can demonstrate their ability to use theories and frameworks to:

- Assess the competitive dynamics of a situation

- Formulate a strategy for innovation

Judgement and approach

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

- Understand central dilemmas and trade-offs that pertains to the management of innovation
- Understand relevant social and ethical aspects that pertains to the management of innovation
- Critically evaluate the relevance and credibility of information and knowledge

Course content

The purpose of the course is to prepare students for future careers working with innovation, or managing development of novel devices, methods or materials for application to commercial or practical purposes. In many industries, innovation is a central driver of competitive advantage and the management of innovation a central task for managers. This course introduces innovation management as a strategic process.

In the first part of the course, you will learn to understand the industrial dynamics of innovation. Key questions include: Where do innovations come from? What are the different types of innovation? Why do some innovation become successful, while others vanish?

In the second part of the course, you will learn how to formulate a strategy for innovation. Key questions include: How does innovation fit with the overall strategy of the firm? How can managers select and prioritize among different innovation possibilities? How can managers decide what innovations to do in-house and what to do in collaboration with others? How can innovation be protected?

In the third part of the course, you will learn how to actually implement an innovative project. Key questions include: How can innovation be organized within a firm? How can innovative projects be managed? How can project teams that work with innovation be managed?

Course design

The course is based on lectures and course literature, organized around three modules: industrial dynamics of innovation; innovation strategy; and implementation of innovative projects. Students are expected to actively participate during all lectures, to read literature in advance to the lectures, and to participate actively in all assignments and tasks. Examination and grading is based on individual performance.

Assessment

The course is organized around lectures. Participants who actively participates in lectures will get a special bonus. Examination is based on one group assignment and an individual exam. Exams are graded Fail-A, see below.

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 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 BUSN17, Business Administration: Innovation Management

Applies from V21

- 2101 Group Assignment, 2,0 hp
Grading scale: Fail, E, D, C, B, A
- 2102 Individual Exam, 3,0 hp
Grading scale: Fail, E, D, C, B, A

Applies from V18

- 1701 Individual Take Home Exam, 5,0 hp
Grading scale: Fail, E, D, C, B, A