



School of Economics and Management

MGTN35, Management: Innovation and Entrepreneurship, 3 credits

Management: Innovation and Entrepreneurship, 3 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2014-06-17 to be valid from 2014-09-01, autumn semester 2014.

General Information

The course is a master level course within the Master programme of Science in Management where this course is compulsory.

Language of instruction: English

Main field of studies

Management

Depth of study relative to the degree requirements

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

Learning outcomes

The course goal is to develop the students' knowledge and understanding of the role of innovation and entrepreneurship in generating sustainable competitive advantage for firms and influencing the competitive dynamics of new and existing industries.

Knowledge and understanding

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

- Demonstrate knowledge and understanding of how innovation and entrepreneurship affect the dynamics of competition in new and existing industries.
- Demonstrate knowledge and understanding of contemporary models and views on the innovation process.

- Demonstrate knowledge and understanding of the role of markets and consumers in the innovation process.

Competence and skills

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

- Are able to identify and discuss problems of companies when it comes to dealing with innovation-driven competition.
- Are able to apply and reflect critically upon existing management models of the innovation process.
- Are able to use key concepts and models related to innovation theory and entrepreneurship and apply them to management decision-making situations in a reflexive way.

Judgement and approach

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

- Demonstrate an understanding of how innovations and entrepreneurship shape industrial landscapes and the competitive dynamics of markets.
- Demonstrate an ability to reflect critically on dominant views on innovation and entrepreneurship in media and academic literature.
- Demonstrate the ability to report clearly and discuss personal conclusions, and the arguments on which they are based, in dialogue with others in both speech and writing.

Course content

The course contains the following parts:

1. *Innovation, theory and practice*. Historical development of the theory on innovation and how it is related to industrial development over time.
2. *Dynamics of innovation and entrepreneurship*. How innovation and new venture development affect the dynamics of competition. Stages of industrial and product development. The role of and responses to disruptive technologies.
3. *Models and Modes of innovation*. Open and closed innovation models. Science driven versus interactive modes of innovation.
4. *Markets and innovation*. How customers, users, and markets are involved in innovation processes. Market driven versus market driving. User driven innovation and co-creation.

Course design

The course consists of lectures, seminars and presentations (group or individual). The structure of the course is further communicated in *Course Instructions* (distributed separately).

Assessment

Assessment and grading are based on two parts, equally worth 50% of the final grade:

1. An individual or group assignment which is presented and discussed at a seminar (group or individual). The focus of the assignment is on the ability to present, apply and discuss the contents of the course.
2. An individual written examination that focuses on the understanding of core concepts and models of the course. The written exam is given at the end of the study period, in combination with the written exams of the other courses of the period.

A student who does not pass the assignment (1) will be given an extra assignment.

A student who does not pass the written examination (2) will be given opportunities for a re-sit examination.

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 the program Master of Science in Management, where this course is compulsory, are qualified for the course.

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 MGTN35, Management: Innovation and Entrepreneurship

Applies from H15

- 1411 Assignment, 1,5 hp
Grading scale: Fail, Pass
- 1412 Written exam, 1,5 hp
Grading scale: Fail, Pass

Applies from H14

- 1401 Innovation and Entrepreneurship, 3,0 hp
Grading scale: Fail, E, D, C, B, A