



COURSE SYLLABUS

Innovation och affärsutveckling Innovation and Business Development 7.5 credits (7,5 högskolepoäng)

Course code: IY2616

Main field of study: Industrial Economics and Management

Disciplinary domain: Technology

Education level: Second cycle

Specialization: AIF - Second cycle, has second cycle course/s as entry requirements

Language of instruction: English

Applies from: 2022-01-25

Approved: 2022-01-25

1. Decision

This course is established by Dean 2019-10-17. The course syllabus is approved by Head of Department of Industrial Economics 2022-01-25 and applies from 2022-01-25.

2. Entry requirements

Admission to the course requires taken courses Economic Analysis of Markets, Firms and Industries 7.5 credits, Globalization, Digitalization and Internationalization Strategies, 7.5 credits and Economic Analysis of Technology, Technological Change and Strategy, 7.5 credits.

3. Objective and content

3.1 Objective

The purpose of the course is to enable students to understand innovation processes and their commercialisation. The emphasis of this course is on the impact of technology on innovation in a number of industries and firms of varying sizes. Secondly, the course deals with the financing and valuation of innovation. Finally, the course explores open and closed innovation and analyses why these strategies are used.

3.2 Content

Innovation is one of the most important economic and management phenomena of our day. Innovation is important for businesses, academic researchers and policymakers alike. The course focuses on the economic analysis of innovation and questions related to the innovation process, business development and commercialisation strategies. Students will learn about the theoretical underpinnings of innovation, in addition to practical examples of innovation cases and empirical research on a number of problems, including:

- Product and process innovation
- Intellectual property rights
- Commercialisation strategies for entrepreneurs in high-tech sectors
- Business models and business model innovation
- The determinants of returns to the innovator
- Financing innovation and new firms
- Technology and business dynamics

4. Learning outcomes

The following learning outcomes are examined in the course:

4.1 Knowledge and understanding

On completion of the course, the student will be able to:

- The forms of innovation and the drivers of innovation
- The challenges facing an innovative firm
- The ways in which firms compete with innovative competitors
- The principles behind different commercialisation strategies
- understand the relationship between technology, competition and business strategy

4.2 Competence and skills

On completion of the course, the student will be able to:

- explain and apply basic theories in economics of innovation
- synthesize various bodies of literature and cases in the field of innovation to assess the potential and feasibility of innovation strategies in addition to firms' strategic responses to innovation by competitors
- independently apply knowledge to write and communicate a critical analysis related to innovation or business development in a clear and coherent manner

4.3 Judgement and approach

On completion of the course, the student will be able to:

- independently evaluate information and develop the ability to critically assess arguments and conclusions that form the basis for business and innovation strategy

5. Learning activities

Teaching will consist of lectures and seminars discussing case studies and relevant scientific literature.

6. Assessment and grading

Modes of examinations of the course

Code	Module	Credits	Grade
1910	Written assignment 1	2 credits	GU
1920	Written assignment 2	1.5 credits	GU
1930	Written examination	4 credits	AF

The course will be graded A Excellent, B Very good, C Good, D Satisfactory, E Sufficient, FX Fail, supplementation required, F Fail.

The information before a course occasion states the assessment criteria and make explicit in which modes of examination that the learning outcomes are assessed.

An examiner can, after consulting the Disability Advisor at BTH, decide on a customized examination form for a student with a long-term disability to be provided with an examination equivalent to one given to a student who is not disabled.

7. Course evaluation

The course evaluation should be carried out in line with BTH's course evaluation template and process.

8. Restrictions regarding degree

The course can form part of a degree but not together with another course the content of which completely or partly corresponds with the contents of this course.

9. Course literature and other materials of instruction

- Melissa Schilling, "ISE Strategic Management of Technological Innovation (Latest Edition)", McGraw-Hill Interamericana de España S.L.
- Scientific articles will be assigned (maximum 500 pages)