



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Idea management

Course Code: FEAD74

Course Title: Idea management
Idea management

Credits: 6

Degree Level: Master's level

Progressive Specialisation: Second cycle, has only first-cycle course/s as entry requirements (A1N)

Major Field of Study:

FOA (Business Administration)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2017-09-21, and is valid from the Spring semester 2018 at Karlstad University.

Prerequisites

Higher education studies of at least 60 ECTS cr, or equivalent (e.g work experience), three years of work experiences, and upper secondary level Swedish 3 or B, or Swedish as a second language 3 or B and English 6 if the course is taught in Swedish. English 6 or B if the course is taught in English.

Learning Outcomes

Upon completion of the course, students should be able to:

- give an account of theories on idea management,
- apply methods for idea generation, idea development and idea evaluation,
- reflect on the different stages in the idea development process, and
- analyse the idea development process of an organisation and assess possible areas of improvement.

Content

The course is based on an idea development process and deals with idea management in terms of four sub areas. Initially, basic theories on idea management and why the idea development process is important to companies and organisations are treated and secondly, the issue of what constitutes an idea and who can generate ideas in an organisational context. The third area deals with creative misconstructions and methods to further develop an initial idea. Finally, there is a focus on evaluating ideas based on different approaches and composition of an assessment group.

Students participate actively in shaping course content through their practical experience of the area and through net-based discussions and activities based on the students' own material. The course requires individual study, continual reading and active and thoughtful participation in discussion fora, seminars and report sessions.

Reading List

See separate document.

Examination

Assessment is based on individual hand-in assignments and active and thoughtful participation in discussions.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.