



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Idea management for professionals

Course Code:	FEAD82
Course Title:	Idea management for professionals <i>Idéhantering för yrkesverksamma</i>
Credits:	5
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)
IEA (Industrial Management)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2021-04-23, and is valid from the Spring semester 2021 at Karlstad University.

Prerequisites

90 ECTS credits completed in social, behavioural, or natural science, including at least 30 ECTS credits at the G2F level or higher, at least 2 years of relevant work experience, and upper secondary level English 6 or A, or equivalent

Learning Outcomes

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

1. give an account of theories on idea management,
2. give an account of and apply methods for the generation, development, and evaluation of ideas,
3. reflect critically on the idea development process and its different stages from a service perspective, and
4. analyse the idea development process of an organisation and assess possible areas of

improvement.

Content

The aim of the course is for students to acquire enhanced knowledge and understanding of theories, central concepts, and models that can be used in different contexts to manage the creation, development, and evaluation of ideas in organisations systematically and sustainably. The course deals with idea management in terms of four sub areas. The first area treats basic theories of and perspectives on idea management and their role in the innovation process of an organisation. The second area covers the idea concept, creativity, and idea generation in organisational contexts. The third area is focused on theories and methods that can be used to develop an initial idea further in organisations. Finally, the fourth area deals with the evaluation of ideas and outsourcing strategies.

The pedagogical model is based on students' active participation in discussions and other learning activities throughout the course, IRL or digitally. The topics of discussion are partly decided by the students and based on their experiences, questions, and challenges. There is an emphasis on discussing how a number of key models can be used to understand, analyse, and develop idea management in businesses and other organisations, based on current research. In this way, learning is a collaborative effort of the students and the teachers who provide support and coaching. The course content is mainly interactive and problem-based. The teachers provide lectures, assignments, support, and feedback.

A central part of the course is for students to apply theories, concepts, and models to their own problems, and share experiences with each other. The course requires independent study, continual reading, and active participation and reflection.

Reading List

See separate document.

Examination

Assessment of all learning outcomes is based on written and oral, individual and group assignments discussed and presented in mandatory seminars.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

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.

