

Mandatory course: The firm's resources and value creation

About the course

subject	Virksomhedsstudier / Virksomhedsledelse
activitytype	master course
Teaching language	English
Registration	<p>Tilmelding sker via stads selvbetjening indenfor annonceret tilmeldingsperiode, som du kan se på Studieadministrationens hjemmeside. Når du tilmelder dig kurset, skal du være opmærksom på, om der er sammenfald i tidspunktet for kursusafholdelse og eksamen med andre kurser, du har valgt. Uddannelsesplanlægningen tager udgangspunkt i, at det er muligt at gennemføre et anbefalet studieforløb uden overlap. Men omkring valgfrie elementer og studieplaner som går ud over de anbefalede studieforløb, kan der forekomme overlap, alt efter hvilke kurser du vælger.</p> <p>Registration through stads self-service within the announced registration period, as you can see on the Studyadministration homepage. When registering for courses, please be aware of the potential conflicts between courses or exam dates on courses. The planning of course activities at Roskilde University is based on the recommended study programs, which do not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programs, an overlap of lectures or exam dates may occur depending on which courses you choose.</p>
Detailed description of content	<p>The course is based on recent theories about the company's development, innovation and value creation in the light of its resources and surroundings. We focus on how modern companies and organizations use resources to create value. Value creation can be seen from different perspectives, where managers, employees, users and others can have varied interests in what value is created and for whom. In the course we work with an analysis of how different types of resources are involved in the creation of value, eg employees, users, knowledge resources and network resources, and we also focus on different ways of mobilizing resources.</p>
Expected work effort (ECTS-declaration)	Course work: 30 Preparation of exercises and presentations: 30 Preparation (readings): 150 Exam: 60 Total: 270
Course material and Reading list	Will be made available on Moodle.
Evaluation- and feedback forms	Excercises, mid-term and end evaluation
Administration of exams	ISE Studyadministration (ise-studyadministration@ruc.dk)
Responsible for the activity	Lars Fuglsang (fuglsang@ruc.dk) Margit Neisig (neisig@ruc.dk)
Type of examination	<p>Individual oral examination based on a synopsis prepared by the group. The examination is based on the synopsis, which is in turn based on a research question posed by the lecturer.</p> <p>The examination is conducted as a dialogue between the student and the assessor(s). During the examination, questions can be asked regarding the entire syllabus.</p> <p>The synopsis must be at least 16,800 and at most 21,600 characters in length, including spaces. The size specifications include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The groups may consist of 2 to 5 students.</p> <p>Time allowed for examination including time used for assessment 15 minutes.</p> <p>The individual students in the group may not listen in on the examinations of other students from the same group. The assessment is an overall assessment of the written product(s) and a subsequent oral examination.</p>

Permitted support and preparation materials during the examination: All.

Assessment: 7-point grading scale.

Moderation: Internal co-assessor.

ECTS 10

Learning outcomes and assessment criteria

- **Knowledge and understanding:**
 - About recent theories on the business's development, innovation and value creation in the context of its resources and surroundings
 - About theoretical and empirical analyses of the business's transformation processes, including the trust within and between businesses
 - About recent knowledge and understanding of entrepreneurship or intrapreneurship
 - About recent analyses of the role of employees in a business's development processes
 - About recent analytical perspectives on underlying corporate values
 - About recent perspectives on management in the context of corporate development and change
- **Skills:**
 - In analysing a business's development, management and value creation in the context of its resources and surroundings
 - In translating analyses of a business's resources and value creation into concrete models for development, entrepreneurship and innovation
 - In critically analysing various transformation processes, including the role of employees in innovation processes
 - In communicating with the business's employees and management team about the business's need for change and the business's underlying values and value creation
- **Competences:**
 - In identifying relevant knowledge and understanding of the business's development processe
 - In identifying possible actions that can be taken to manage and organise the concrete situations that the theories focus on
 - In reflecting upon a business's financial, strategic and organisational situation

Overall content

The course is composed of two parts. One part of the course provides the students with an overview of recent perspectives on how businesses and organisations can work with their resources, value creation and innovation. The other part of the course is a seminar wherein the students will work in a seminar setting that includes a presentation of theories and observation of cases and the writing of an essay dealing with a research question of their own choosing. The students must select an analytical perspective to write an essay about.

Teaching and working methods

A number of lectures lasting 2-4 hours and some associated exercises (workshops). There will also be a number of seminars lasting 2-4 hours.

Type of course

Mandatory course:

Exam code(s)

Exam code(s) : U40629

Course days:

Hold: 1

Course in The firms resources and value creation

time 09-09-2019 08:15 til
09-09-2019 12:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

location	25.2-005 - teori (80)
Teacher	Lars Fuglsang (fuglsang@ruc.dk)
Content	Introduction to course: Resources and value creation, management and innovation See moodle
Reading list	See Moodle

Course in The firms resources and value creation

time	16-09-2019 08:15 til 16-09-2019 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	25.2-005 - teori (80)
Teacher	Ada Scupola (ada@ruc.dk)
Content	Co-creation and co-destruction of value See moodle
Reading list	See Moodle

Course in The firms resources and value creation

time	23-09-2019 08:15 til 23-09-2019 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	25.2-005 - teori (80)
Teacher	Margit Neisig (neisig@ruc.dk)
Content	Knowledge as resource See moodle
Reading list	See Moodle

Course in The firms resources and value creation

time	30-09-2019 08:15 til 30-09-2019 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	25.2-005 - teori (80)
Teacher	Lars Fuglsang (fuglsang@ruc.dk)
Content	Practice-based understanding of resources, value creation and innovation See moodle

Reading list

See Moodle

Course in The firms resources and value creation

time 07-10-2019 08:15 til
07-10-2019 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

location 25.2-005 - teori (80)

Teacher Ada Scupola (ada@ruc.dk)

Content Value creation through digitalization, automatisisation and artificial intelligence (AI)

See moodle

Reading list

See Moodle

Course in The firms resources and value creation

time 14-10-2019 08:15 til
14-10-2019 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

location 25.2-005 - teori (80)

Teacher Lars Fuglsang (fuglsang@ruc.dk)

Content Institutional entrepreneurs, institutional logics and institutionalization as factors of innovation

See moodle

Reading list

See Moodle

Course in The firms resources and value creation

time 21-10-2019 08:15 til
21-10-2019 12:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

location 25.2-005 - teori (80)

Teacher Jørn Kjølsæth Møller (jom@ruc.dk)

Content Value creation through social capital, network, network entrepreneurship and network-based resources

See moodle

Reading list

See Moodle

Course in The firms resources and value creation

time	28-10-2019 08:15 til 28-10-2019 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	25.2-005 - teori (80)
Teacher	Jan Mattsson (mattsson@ruc.dk)
Content	Value creation in companies and society through sharing economy See moodle
Reading list	See Moodle

Course in The firms resources and value creation

time	04-11-2019 08:15 til 04-11-2019 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	25.2-005 - teori (80)
Teacher	Lars Fuglsang (fuglsang@ruc.dk) Elena Tavella (tavella@ruc.dk)
Content	1) Value creation in companies and society through experience economy 2) Value creation through strategic processes See moodle
Reading list	See Moodle

Course in The firms resources and value creation

time	11-11-2019 08:15 til 11-11-2019 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	25.2-005 - teori (80)
Teacher	Jørn Kjølseth Møller (jom@ruc.dk) Lars Fuglsang (fuglsang@ruc.dk)
Content	Innovation systems and collaborative innovation See moodle
Reading list	See Moodle

Course in The firms resources and value creation - Submission of essay

time 25-11-2019 10:00 til
25-11-2019 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

Course in The firms resources and value creation - Exam

time 06-01-2020 08:00 til
10-01-2020 17:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

location 04.1-027 - grupperum (12)

Course in The firms resources and value creation - Re-submission of essay

time 10-02-2020 10:00 til
10-02-2020 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

Course in The firms resources and value creation - Re-exam

time 17-02-2020 08:15 til
17-02-2020 17:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt