

Syllabus

DRIVING INNOVATION IN SOCIETY- THE SWEDISH CONTEXT (SSE Intensive Course)

Based on theoretical foundations in international business, strategic and multinational management, innovation and entrepreneurship, and change management, the course aims at offering participants "knowledge by immersion" about how internationally active firms based in a small, open European economy deal with novelty creation. Important aspects are how they conceive of and innovatively approach challenges in today's business environment. The importance of underlying societal structures, socioeconomic factors, human interaction and culture for innovative activity will be analyzed.

Stockholm as the Course Context

Innovation is today happening in centers of excellence around the world faster than ever before. This contrasts with the trouble-ahead warnings that business and government leaders are currently facing, as important "engine economies" of the world economy are expected to grow only about 1 percent this year, and one-time dynamos like Brazil, China, and Russia are losing speed.

The best antidote to stagnation is innovation, the creation of products and services that make life better- whether it's vaccines, air conditioning or text messaging. Every country wants to foster a culture of innovation, but this is easier said than done. The magic and love for entrepreneurship and experimentation must be there.

The program is offered in Stockholm, the capital of Sweden. Sweden is a member of the EU and an especially suitable location for this type of program, as the country is a small open economy forced to respond to changes in the political and business environment. The country is also home to a disproportionate number of large, successful multinational corporations and startups according to the OECD.

Stockholm produces the second-highest number of billion-dollar tech companies per capita, after Silicon Valley. The links with the USA have, especially in the post-war era, been strong and many prominent Swedish engineers, founders of corporations, managers and scholars have been educated in and inspired by the US.

The limited home market for Swedish firms has always required an international outlook when establishing, growing and developing businesses. After a relatively long period of stable 'rules of the game' for business since 1945, the template of continuously increased openness, international trade, and globalization is today challenged on a number of accounts. Multinational (and domestically active) corporations, as well as startups therefore face changing conditions and have to respond in novel, innovative ways. Bloomberg's ranking of the world's 50 most innovative countries focuses on six tangible activities that contribute to innovation, and Sweden consistently ranks in the top ten. The purpose of the intensive course is to study whether a broad formula for innovation can in fact be identified, and what companies and governments need to do to make innovation happen.

Course Content

This program will, with the help of scholars at the research frontier and study visits to successful startups and leading established multinational corporations, give participants the opportunity to reach deeper insight into contemporarily pressing issues in regard to:

- Innovation in finance
- Innovation in transportation
- Business transformation in large firms
- Social innovation
- Gender equality as driver of entrepreneurship & innovation
- Innovation in family firms
- New venture creation

Sessions during the two weeks include:

-Lectures on:

Macroeconomics from a Swedish perspective

Gender equality in a business context

The future of payments

Ecosystem innovation in transportation

Innovation and social change

Value creation through innovation in the family firm

Reinvention of the large firm

- Workshops taking place at famous museums in the heart of Stockholm
- Study visits to large Swedish firms and panels & discussions with firm experts and representatives
- Guided tours and excursion

Intended Learning Outcomes

After having completed the program the students should be able to:

- Analyse what makes countries innovative and how firms based in a small open economy perceive and innovatively address the contemporary challenges of their business environment
- Evaluate the Swedish business, cultural and societal context and its foundation
- Demonstrate enhanced intercultural awareness and communication skills

Admittance, Format, Attendance Policy, Group Work and Grading

The course is only open for MSc and MBA Students from SSE's Partner Universities, MBA students are given priority. Participants should normally have basic knowledge of economics, international business and strategic management.

The Program teaching philosophy is using a mix of lectures, case studies, interactive seminars, study visits, team projects, and networking with SSE students. Literature, lectures, case discussions, and company visits together provide the basic building blocks for acquiring the knowledge students will need in the short term for your team assignments, and in the long term for working with or within organizations. SSE faculty will be involved as lecturers, as well as practitioners from innovative Swedish firms.

Attendance is mandatory and active class participation is expected throughout the program. The basic tenet of the course is to take advantage of the 'collective wisdom' and the varying backgrounds of the participants. Interaction in groups and in the classroom will take center stage. We strongly encourage students to come to the program with an open mind and a willingness to engage in discussions together with peers and faculty.

In addition to class participation, a project will underlie the evaluation of student performance for the final grade. The project is used to test students' analytical, synthesizing and evaluative skills and their ability to critically discuss the topics, lectures and literature. When evaluating student performance, we will be using Bloom's taxonomy. SSE uses a scale with four passing grades: Excellent, Very Good, Good and Pass. Participants will be graded on class participation (20%) and an individual written assignment analyzing and synthesizing the literature, guest speakers and study visits (50%). The remaining 30% of a participants grade will be determined on the basis of a group presentation, investigating the major themes in the course. The individual assignments should be submitted one week after the end of the course, and the finalized team presentation should be submitted two weeks after the end of the course.

The course gives 4.5 ECTS, and contains around 50 contact hours. The language of instruction is English.

Career Relevance

The Intensive Course offers an opportunity to penetrate "on site" how innovation and other contemporary business issues are perceived and dealt with, in the context of a small open economy home to many successful multinational firms and innovative SMEs. The theoretical foundations include international business, strategic and multinational management, innovation and entrepreneurship, and change management.

Instructors and Program Coordination

- Dr. Pari Dimakou (Program Director and Teacher)

Pari is a Postdoc Fellow at the House of Innovation, Department of Entrepreneurship, Innovation and Technology. She has served as a visiting professor at ESCE International Business School, France. She holds a PhD from Lancaster University Management School, UK. Her research interests include exchange in networks and gender equality in business contexts.

- Mrs. Anna Sandell (Program Manager)

Anna is working at the Program Office with international collaborations and Master admission. At SSE she has worked as program manager and international coordinator for master exchange students.

Teachers:

- Prof. Mattia Bianchi
- Dr. Pari Dimakou
- Prof. David Domeij
- Dr. Margo Enthoven
- Dr. Claire Ingram
- Prof. Sarah Jack
- Dr. Sebastian Krakowski
- Prof. Thomas Lavelle
- Dr. Eric Liu
- Associate Prof. Pär Mårtensson
- Prof. Mattias Nordqvist
- Prof. Roberto Verganti
- Prof. Udo Zander