

LV0102 Schedule (updated 2022-12-30)

Note 1. Changes may occur in the schedule. The Time-Edit file (online) might not be complete. Please check for any changes!

Note 2. Main coursebooks:

- 1) Trott (2021) Innovation management and new product development, 7th edition, Pearson. Previous edition also works, but have other chapter structure.
- 2) Tonnquist (2021). Project management. Sanoma Utbildning
- 3) Other literature will be made available on Canvas. Canvas follow a weekly structure (as the schedule) and the literature (link or link to pdf) occurs in the corresponding week. Canvas will be updated regularly.

Week	Topic	Activities	Readings (On Canvas, if not the main course books)
(16-20 jan)	1. What is innovation?	Mo 16 Jan 13-17 (Sal H) 1. Course introduction workshop (FF) (Uppsala campus, Sal H) 2. Innovation – What is it and why is it important? (FF)	- Trott, Ch 1. Innovation management: an introduction - Tidd & Bessant, 2005. Ch 1. Managing Innovation
		Tu 17 Jan 9-12 (Sal H) 4. Sources of innovation, the value chain and current market developments (FF) 3. Innovation and sustainable food systems (Food system insights - sustainability as source of innovation) (Uppsala campus). Intro to the Friday seminar (FF)	- Tidd & Bessant (2005). Parts of Ch.2. Innovation as a core business process - Meulenber & Viaene (2005). Changing agri-food systems in Western countries: a marketing approach (Ch. 2 in Innovation in agri-food systems. On Canvas) - Fernqvist & Göransson (2021) Future and recent developments in the retail vegetable category – a value chain and food systems approach - Ericksen (2011) The food system approach (on Canvas). - Bené (2019) Understanding Food system drivers (Bené)
		Fr 20 Jan 9-12 (Sal H) 5. Seminar – The Fruit Logistica Case (FF) (Room H/Plantan)	
(23-27 jan)	2. The innovation system and the diffusion of innovations	Mo 23 Jan 10-12 (Zoom) 1. Brief introduction to actors in the innovation system, the role of networks and knowledge. Intro to the Friday workshop. (FF) Mo 23 Jan 13-15 (Zoom) 2. Innovation systems and the AKIS (Lisa Blix Germundsson)	- Meulenber & Viaene (2005). Changing agri-food systems - Trott, Ch 8. Strategic alliances and networks - Trott, Ch. 10. Open innovation [e.g. as sources of innovation] and technology transfer - Trott, Ch 2. National systems of innovation and entrepreneurship

			- Klerkx, L., van Mierlo, B. & Leeuwis, C. (2012). Evolution of systems approaches to agricultural innovation: concepts, analysis and interventions. <i>In: Darnhofer, I., Gibbon, D. & Dedieu, B. (eds.) Farming Systems Research into the 21st Century: The New Dynamic.</i> Dordrecht: Springer Netherlands.
		Tu 24 Jan 10-12 (Zoom) 3. Innovation diffusion and adoption of innovations (Annie Drottberger)	- Trott, Ch 12. Market adoption and technology diffusion - Drottberger et al. (2022) Adoption of technological innovations in production of leafy vegetables in Sweden
		We 25 Jan 10-12 (Green Innovation Park, Campus Uppsala) 4. Study visit. GIP, SLU Holding	
		Fr 27 Jan 9-12 (Sal H Uppsala) 5. Workshop – “Mapping the innovation system, and what should we do?” (FF) (Room H/Plantan)	
(30 jan-3 feb)	3. Project management 1	Mo 30 Jan 9-12 (Zoom) 1. Introduction to product management (Torbjörn Jonasson)	Tonnquist (2021). Project management. Sanoma Utbildning
		We 1 Feb 9-12 (Sal A132) 2. Leadership, group dynamics and international teams (TJ)	Trott, Ch 4. Managing innovation within firms Trott, Ch 7. Managing organizational knowledge
		Th 2 Feb 9-17 (Sal A132) 3. Project management (TJ)	
		Fr 3 Feb 9-12 (Sal Y) 4. Project management (TJ) (Fr 3 feb, 17:00. Deadline to submit individual assignment)	
(6-10 feb)	4. Project management 2	Mo 6 feb 9-12 (Zoom) 1. Conflicts and other obstacles (TJ)	
		Tu 7 Feb 9-12; 13-17 (Sal Y) 2. Project management (TJ)	

		We 8 feb 9-12 (Sal Y) 3. Project management (TJ)	
		Th 9 feb 9-12 (Sal Y) 4. Project management (TJ) (Fr 10 feb 17:00 Deadline to submit group assignment)	
(13-17, feb)	5. The business plan, strategy and business model innovation	Mo 13 Feb 13-16 (Zoom) 1. Strategy, innovation strategy 2. The business model (zoom)	- Trott, Ch 11. Business models - Omta & Folstar (2005). Ch. 9. Integration of innovation in the corporate strategy of agri-food companies. In: Jongen & Meulenber, <i>Innovation in agri-food systems</i> - Porter (1996) What is strategy?
		Tu 14 Feb 10-12 (Drivhuset, Uppsala) 2. Visit to Drivhuset	
		We 15 Feb, 10-12 (Zoom) 3. Alternative Food Networks and Social Innovations (FF or JB)	- Bååth (2022) How alternative foods become affordable: The co-construction of economic value on a direct-to-customer market - Zhao et al (2022) Reducing food waste from social innovation perspective - <i>Further reading</i> Mulgan (2007) Social innovation – what is it, why it matters and how it can be accelerated
		Fr 17 feb 9-12 (Sal H) 4. The Farm case or the Vegetarian butcher case (Business model innovation) (Sal H Uppsala/Plantan Alnarp)(FF)	Fernqvist, F., Sadovska, V. & Langendahl, PA (2022). Sustainable value creation—a farm case on business model innovation. <i>International Food and Agribusiness Management Review</i> 25 (4): 543 - 554.
(20-24 feb)	6. New Product Development 1	Mo 20 Feb, 10-12; 13-15 (Sal H/Plantan) 1. On New Product Development 2. R&D and Market research (FF/Gun Hagström)	The following two weeks (20 Feb-3 March): - Trott, Ch 9. Research and development - Trott, Ch 13. New product development - Trott, Ch 14. Market research and its influence on new product development

		<p>Mo 20 Feb, 13-15 (Sal H/Plantan) 3. NPD process, step 0: Introduction to the NPD assignment, introduction to project groups (Gun Hagström) 4. Market research in the assignment (FF/GH)</p>	<p>- Trott, Ch 15. Managing the new product development process - Kotler et al. (Marketing: An introduction) Chapter: Developing New Products and Managing the Product Life Cycle</p>
		<p>Tu 21 Feb, 8-10 (Zoom) 5. NPD process, step 1. Creative online workshop –target group, persona, tentative product (FF/GH)</p> <p><i>10-17: Own work Market research, Examine the market; possible products, empty market space, packaging alternatives (visit a supermarket, and/or other sales channels) etc... Identify potential product and target group based on market research, begin preparing presentation for the Friday seminar</i></p>	
		<p>We 22, 10-12 (Zoom) 6. NPD process, step 2: Theoretical model for product development, selecting attributes to be tested, making a design for new product development (Gun Hagstöm, Zoom)</p>	<p>-Næs & Nyvold (2003) Creative design – an efficient tool for product development</p>
		<p>Th 23, own work</p>	
		<p>Fr 24 feb, 9-12 (Zoom) 7. Seminar: NPD process, step 3 - Presentations of NPD idea, ingredient choices for food lab exercise (Gun Hagström)</p>	
(27 feb-3 mar)	7. New Product Development 2	<p>Tu 28 feb 9-12; 13-16 (Food lab on Campus. <u>Place to be announced.</u> Half class sessions) 1. NPD process, step 4: Food lab exercise, making of jam products (Gun Hagström) (on campus)</p>	
		<p>We 1 mar, own work 2. NPD process, step 5: <i>Test the product on a small sample to select the final product</i></p>	

		<p>Th 2 Mar, 9-10 (Sal H) 3. Guest lecture. Stefan Olofsson, AAK (https://www.aak.com) NPD in Food industry (9-10), Sal H/Plantan)</p> <p>Th 2 Mar 10-16 (Sal Y) 4. NPD process, step 6: Creative workshop, story board, extrinsic product attributes, preparations for presenting new product (FF) (on campus)</p>	
		<p>Fr 3 mar, 9-12 (Sal H) 5. NPD process, step 7: Presentation seminar new product "Before launch" - (FF and GH) (Sal H/Plantan)</p>	
(6-10 mar)	8. Innovation and sustainable food systems	<p>Mo 6 mar, 10-12 (Sal Y) 1. Lecture: "Perspectives on sustainable development" (Per-Anders Langendahl) (Uppsala)</p> <p>We 8 mar, 10-12 (Sal Y) 2. Seminar "Innovation for sustainable development" (Per-Anders Langendahl) (Uppsala)</p>	<p>- Berkhout, F. Sustainable Innovation Management. In: Mark Dodgson, David Gann and Nelson Phillips (eds), <i>The Oxford Handbook of Innovation Management</i>, Oxford: Oxford University Press, 2014: 290-315.</p> <p>- Shot and Geels, 2008. Strategic niche management and sustainable innovation journeys: theory, findings, research agenda and policy. <i>Technology Analysis & Strategic Management</i>; Vol. 20, No. 5, September 2008, 537-554</p> <p>- Smith et al., 2010. Innovation Studies and Sustainability transitions: the allure of the multi-level perspective and its challenges</p> <p>- Smith and Raven, 2012. What is protective space? Reconsidering niches in transitions to sustainability. <i>Research Policy</i>, vol 41.</p> <p>- Josephine Mylan (2019) that focus on the development and uptake of Plant-Based-Milk: Mylan, 2019. Rage against the regime: Niche – Regime interactions in the societal embedding of plant based milk. <i>Environmental Innovation & Societal Transition</i>, vol. 31.</p>

		<p>Th 9 mar <i>Home examination (opens 08:00)</i></p> <p>Fr 10 mar <i>Home examination (closes 16:00)</i></p>	
(13-17 mar)	9. Challenge week	<p>Mo 13 mar 09:00-10:00 Challenge starts (FF) (Sal H/Plantan)</p> <p>Tu 14 mar <i>Own work</i></p> <p>We 15 mar <i>Own work</i></p> <p>Th 16 mar <i>Own work</i></p> <p>Fr 17 mar <i>Own work</i> 17:00 Latest delivery of material</p>	
10 (20-21 mar)	10. Course end	<p>Mo 20 mar <i>Own work</i> <i>Writing of process report (individual reflection).</i> <i>Deadline 16:00</i></p> <p>Tu 21 mar, 8-12 (Sal H) Presentations of project (FF, SS, TJ, GH + others) (Sal H/Plantan)</p> <p>Tu 21 mar, 13-16 Final Workshop and evaluation, course end (FF) (Sal H)</p>	

Main teachers: Fredrik Fernqvist, course leader (FF), Torbjörn Jonasson (TJ), Gun Hagström (GH)