



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Innovation Management

2021-2-F7702M064-F7702M203M

Learning objectives

The course aims to enable students to:

- Understand the key innovation management concepts
- Manage the main innovation management theories
- Use the tools and techniques required to improve innovation performance

Contents

The course aims to deepen the theoretical and methodological bases to manage innovation within a global competitive scenario. Additionally, the course aims to provide students with the appropriate skills and tools for supporting innovation development in global markets.

Detailed program

Understanding innovation and innovation management

Innovation in context

Service innovation

Developing an innovation strategy

Generating innovative ideas

Selecting the innovation portfolio

Implementing innovations

People culture and innovation

Innovation - Performance and Capability

Prerequisites

n.a.

Teaching methods

In order to better balance theory and practice, topics will be presented combining lectures and talks.

Due to the Covid-19 emergency, classes will be held on remote, mainly synchronously.

Recorded lectures and lectures notes will be uploaded on the e-learning page of the course.

Assessment methods

At the end of the course there will be a written examination (also in case of the pandemic emergency).

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Please note: no midterm exam

Textbooks and Reading Materials

K. Goffin & R. Mitchell
Innovation Management - Effective strategy and implementation (Third Edition)
Macmillan International

Semester

Second semester

Teaching language

English
