



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Innovation Management and Entrepreneurship

2122-1-F7702M070-F7702M208M

---

#### Learning area

#### Learning objectives

The course of Strategic Management introduces students to the analytical tools required to understand firm behaviour and strategic interaction in different markets. The course studies competitive strategies and entrepreneurship with a particular attention to global market and is structured in two modules:

- 1) Competitive Strategy
- 2) Innovation Management and Entrepreneurship

---

---

#### Contents

---

## **Detailed program**

1. Sources of innovation
2. Types and patterns of innovation
3. Competitive strategies and innovation in different markets
4. Timing of entry
5. Protecting innovation
6. Business model innovation
7. The business plan of new enterprises

## **Prerequisites**

none

## **Teaching methods**

Lectures, group discussion and case studies

## **Assessment methods**

Class participation, case submission and final written exam

## **Textbooks and Reading Materials**

### **Reading package**

Torrì, S. (2019). *Strategic Management. Selection of Readings*. Laurea Magistrale in Marketing e Mercati Globali – Indirizzo Marketing Globale. McGraw-Hill Education Create, chapters 8-17.

### **Additional reading material**

-----

-----

Teece, D. 2010. Business Models, Business Strategy and Innovation. Long Range Planning. 43(2-3): 172-194.

---

---