UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

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

Innovation Management and Entrepreneurship

At the end of this module students will acquire core concepts and analytical tools required to understand how to manage technical and market change in established firms and new enterprises.

Contents

The program of this module focuses on the creation and maintenance of competitive advantage in conditions of rapid technical and market change. This topic is treated by analyzing: (a) the innovation strategies of market leaders and followers; (b) the business plan of new enterprises.

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

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

Additional reading material

Chesbrough, H. 2011. The Case for Open Services Innovation: The Commodity Trap. California Management

Review, 53(3): 5-20.

Rivette, K.G. and D. Kline. 2000. Discovering New Value of Intellectual Property. Harvard Business Review, Jan-February: 54-66.

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

Additional material for the discussion of cases will be made available on the e-learning platform.