



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Innovation Management

2223-2-F7702M064-F7702M203M

Learning objectives

Knowledge and understanding

- To understand entrepreneurial and innovational processes in corporate settings

Contents

The course Innovation aims at introducing students to innovation processes in corporate setting, offering a panorama of challenges, frameworks and tools needed to evaluate innovation opportunities

Detailed program

The Innovation Management module will cover the following areas:

1. Defining Creativity and Innovation
2. How do companies innovate?
3. Innovation taxonomy
4. Public Innovation Policies
5. WHY SOME COUNTRIES ARE MORE INNOVATIVE THAN OTHERS?
6. Smart cities
7. Innovation in finance: Crowdfunding and Blockchain
8. Why do companies fail to innovate?
9. Organisations' inertia
10. Ambidextrous organisation

Prerequisites

- basics of management
- basics of economic sociology
- background in strategic management

Fluency in English

Teaching methods

This course will be delivered through theoretical lectures, case-study discussion as well as participation of speaker expert in innovation.

The course is offered only in English.

Assessment methods

Individual oral exam

Textbooks and Reading Materials

Case studies, slides and articles will be available on the e-learning platform.

Course book

Di Pietro (2021) Crowdfunding for Entrepreneurs: Developing Strategic Advantage through Entrepreneurial Finance

Barringer, B. R. / Ireland (2005 or later editions). *Entrepreneurship: Successfully launching new ventures*. Pearson Education India.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE
