



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Innovation Management

2324-2-F7702M064-F7702M203M

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#### 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. Patent
5. Public Innovation Policies
6. WHY SOME COUNTRIES ARE MORE INNOVATIVE THAN OTHERS?
7. Smart cities
8. Innovation in finance: Crowdfunding and Blockchain
9. Why do companies fail to innovate?
10. Organisations' inertia

## 11. Ambidexterous 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**

Written exam

### **Textbooks and Reading Materials**

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

#### **Course book**

Schilling (2023) Strategic Management of Technological Innovation, 7th Edition

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

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