UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Innovation Management

2425-2-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 innvoation opportunities

Detailed program

The Innovation Management module will cover the following areas:

1. Defining Creativity and Innovation
2. Ho do company 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 company 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 therethical lectures, case-study discussion as well as partetipation of speaker expert in innovation.

The course is offered only in English.

Assessment methods

Attending and non-attending students
Oral exam

Material:
readings ans slides availabel on the e-learning
textbook: Schilling (2023) Strategic Management of Technological Innovation, 7th Edition

Textbooks and Reading Materials

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

Course book

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

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE