

# 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 innovation 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