



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## **COURSE SYLLABUS**

### **Innovation Management and Entrepreneurship**

2425-1-F7702M070-F7702M208M

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#### **Learning area**

#### **Learning objectives**

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 and business models 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. The business plan of new enterprises

## **Prerequisites**

none

## **Teaching methods**

Lectures, group discussion and case studies

## **Assessment methods**

Class participation, case submission and final oral exam

## **Textbooks and Reading Materials**

### **Reading package**

Torrise, S. (2022). Strategic Management. Selection of Readings. McGraw-Hill Education Create. (chapters 8-18).

\*\*\*\* Additional mandatory 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.

## **Sustainable Development Goals**

QUALITY EDUCATION | INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION

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