UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Innovation Management and Entrepreneurship

2425-1-F7702M070-F7702M208M

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

Torrisi, 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