

COURSE SYLLABUS

Innovation Management

2526-2-F7702M064-F7702M203M

Learning objectives

Knowledge and understanding

- To understand how to manage innovation processes in corporate settings

Contents

The course 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

Attending students

Written exam . 6 open questions , 90' duration

Material:

readings and slides available on the e-learning

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

Non-attending students

Written EXAM 6 open questions , 90' duration

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

Academic readings as indicated in the syllabus

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
- Entrepreneurial Finance: The Art and Science of Growing Ventures 2nd Edition 2026, Luisa Alemany (Editor), Job J. Andreoli (Editor)
- Francesca Capo, Francesca Di Pietro 2024 1st Edition Entrepreneurial Finance, Crowdfunding, and Language From Social to Financial Support

Sustainable Development Goals

QUALITY EDUCATION | INDUSTRY, INNOVATION AND INFRASTRUCTURE
