



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Innovation Management

2526-2-F7702M064-F7702M203M

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#### 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

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