



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Innovation Management & Entrepreneurship

2526-111R007

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#### **Titolo**

Technology and Innovation management

#### **Docente(i)**

Salvatore Torrisci /Roberto Chierici / Lorena D'Agostino (UNIMIB)

#### **Lingua**

English

#### **Breve descrizione**

*Program:*

- The simple economics of science and technology
- Innovation and Industrial Dynamics
- Open Innovation and Creativity Management

- Innovation strategies
- Intellectual property strategy
- The market for technology
- Technological Innovation and digital transformation
- Business model innovation
- Creative and Design thinking
- Technology Management and KPI
- Internationalization of research and development

*Objectives of the program:*

to deepen the theoretical and methodological bases to interpret the technological environment and identify meaningful trends, to understand, analyze and manage the creation, development and exploitation of innovation within firms, and to make decisions about technological innovation and intellectual property strategy.

Evaluation: Yes

## **CFU / Ore**

4 CFU - 32 hours

## **Periodo di erogazione**

I year, II semester

## **Sustainable Development Goals**

IMPRESE, INNOVAZIONE E INFRASTRUTTURE

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