UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Innovation Management

2627-2-F7704M024-F7704M024-2

Learning objectives

Knowledge and understanding

- To understand how to manage innovation processes in corporate settings

Communication skills

Clear expose ideas, information, problems, to different audience

Contents

The course aims at introducing students to innovation processes in corporate setting, offering a panorama of challenges, frameworks and tools needed to evaluate innvoation opportunities

Detailed program

The Innovation Management module will cover the following areas:

1. Defining Creativity and Innovation
2. Ho do company 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 company 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 therethical lectures, case-study discussion as well as partetipation 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 ans slides availabel 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 sillabyus

Textbooks and Reading Materials

Case studies, slides and articles will 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