UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Innovation Management & Entrepreneurship

2627-111R007

Titolo

Technology and Innovation management

Docente(i)

Salvatore Torrisi /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