Proposal for the syllabus of the course
‘Gestione dell’innovazione’ [27238]

Course title (IT/EN): Gestione dell’innovazione/Innovation Management

Teaching language: English

Educational objectives
The course covers the theoretical background and managerial implications of innovation management. Therefore, it aims to transfer students the necessary knowledge to understand and develop a successful innovation-based value creating strategy in an organization. This is a core competence for students interested in mastering constructs, techniques, and tools especially in high-velocity environments and industries characterized by digital transformation. In fact, the appropriateness and sustainability of innovation management strategic choices is a key determinant of success in industries characterized by capital intensity, technological innovation and digital convergence. As such, the educational objectives coalesce around grasping the determinants – and typologies – of innovation in order to critically understand the implications of innovation decisions on entrepreneurial and strategic actions.

List of topics covered
- The foundations of strategic management of technological innovation (e.g., from creativity to innovation onto knowledge; innovation and industry competitiveness; innovation and entrepreneurship in different industries; types of innovation; S-curve technology)
- Standards, modularity, platforms and ecosystems (e.g., technology stand-alone-value, technological platforms – internal and external, modularity and platform competition, platform ecosystems)
- Digital transformation (e.g., business models and business model innovation; transition from product to service logics; the strategic relevance of data for platform-based models)
- Open innovation and collaboration strategies (e.g., innovation across the boundary of the firm, open business models, proprietary technologies vs. shared standards)
- User innovation (e.g., crowdsourcing, crowdfunding)

Teaching format
Frontal lectures (theory and case studies), discussions of case studies, group works. Classes will be interactive and rich of discussions. Students will be encouraged to share ideas in order to support critical thinking and promote a vivid learning environment.

Learning outcomes
Students will gain the ability to conceptualize and contextualize innovation management decisions within the changes many industries are going through and the innovation of firms’ business models. More specifically, students will understand the complexity and implications of innovation decisions and will be stimulated to critically analyze to what extent digital innovation is nowadays a key driver of entrepreneurial and strategic actions as well as the effectiveness of innovation may depend on the coordinated action of multiple stakeholders.

Students will also gain the ability to work in group, coordinate with group members, mediate among diverse opinions, and take responsibility for their own decisions in order to be
aware of advantages – and possible hurdles – of group work. They will also be asked to speak in public and present their work in order to stimulate their ability to be proactive and deal with uncertain outcomes.

Assessment

Written exam (i.e., three open questions) (60%), group work (e.g., case study analysis with production of either a podcast or a video) (30%), and active participation to the course (10%).

Evaluation criteria

The quality of the written exam will be assessed by analyzing clarity, flow, and coherence of the argument plus the demonstrated ability to critically address different concepts and create connections among them.

The quality of group work will be assessed by analyzing clarity, flow, and coherence of the argument plus its potential to generate discussions in class around specific topics as well as the maturity in generating new reflections on the topics of the course (and beyond).

Active participation to the course will be assessed by looking at the quality of interactions with the class during case discussions and the inputs provided.

Readings

Research papers published on top peer-reviewed international journals will be distributed in support of lectures. Case studies published by top world ranked business schools will be also used as reading materials.


*Updated on 5th January 2022*