Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

Syllabus
Course description

Course title	Innovation Management
Course code	25563
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	2nd semester, ay 2022-23
Year	1st study year
Credits	5
Modular	No

Total lecturing hours	30
Total lab hours	0
Total exercise hours	0
Attendance	suggested, but not required
Prerequisites	not foreseen
Course page	Course Offering - enrolled from 2022 / Free University of Bozen-Bolzano (unibz.it)

Specific educational objectives	The course refers to the educational activities chosen by the student and belongs to the scientific area of Business Administration. 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.

Lecturer	...
Scientific sector of the lecturer	SSD SECS-P/08

Teaching language	English
Office hours	please refer to the lecturer's web page
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen
Office hours	15 according to schedule made available by teacher. Appointments should always be agreed via email with min. 2 days notice. In presence office hours will be guaranteed as much as possible. In alternative online office hours.
List of topics covered	- The foundations of strategic management and 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; basic notions of strategic management) - 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; innovation through experimentation) - 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, seminars, group works, case study discussions, exercises. The course is based on both theoretical lectures and the discussion of case- studies and other empirical materials, and it requires the active participation of students in class discussions.

Learning outcomes	Knowledge and understanding of innovation and strategic management theoretical foundations and cases as well as conceptualization of innovation as a systemic phenomenon involving a wide array of stakeholders. Applying knowledge and understanding to critically and strategically evaluate innovation decisions in selected industries, with special focus on digital-based one. Knowledge and understanding to be applied to decisions of value creation, value capture and value delivery too. Making critical judgments in the analysis of case studies to express personal and group opinions.

	Communication skills to describe theoretical frameworks, concepts and cases and to present in a narrative, consistent, and persuasive way the results of critical analyses of innovation cases. Learning skills to deepen in an autonomous way a critical understanding of theoretical models on innovation and of the complex interaction between entrepreneurship and innovation.

Assessment	• **For attending students**. Written exam and group project work: written exam with three open questions and in class presentation (with follow-up discussion) on group work. Written project report done in groups to be delivered 1 week before presentation. Classroom contribution during lectures and case study discussions. • **For non-attending students**. Written exam and individual project work: written exam with three open questions and individual project work in class presentation (with follow-up discussion). Written project report to be delivered 1 week before presentation. *NOTE: Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame.*
Assessment language	English
Evaluation criteria and criteria for awarding marks	Written exam: 60% of final mark Group (or individual) work: 30% of final mark Classroom contribution: 10% of final mark Written exam will be evaluated based on: - Appropriateness of answer (content) - Structure and coherence of the answer (structure) - Display of content mastering - Display of critical analysis Group (or individual) work will be evaluated based on: - Novelty and originality of content - Storytelling and ability to present results in a narrative, consistent, and persuasive way Classroom contribution will be evaluated based on: - Quality and appropriateness of inputs in the discussion - Ability to critically analyse complex topics - Ability to connect topics and gain overall understanding of the subject - Willingness to share “food for thoughts” with the class

Required readings	Required readings will be given to class participants at the end of any single class. Non attending students will receive a list of readings upon request.
Supplementary readings	Supplementary readings will be suggested during classes too or provided to non-attending students upon request.