

Syllabus

Course description

Course title	Project LAB – Corporate innovation
Course code	25576 (27247 for students enrolled before 2022)
Scientific sector	ND
Degree	Master in Entrepreneurship and Innovation
Semester and academic year	2nd semester, ay 2023-24
Year	2nd study year
Credits	6 (7 for students enrolled before 2022)
Modular	No

Total lecturing hours	36
Total lab hours	0
Total exercise hours	6
Attendance	Obligatory (at least 75% of all hours are attended)
Prerequisites	The Courses “Foundations of Entrepreneurship” and “Innovation Management” are required in order to properly follow these lectures.
Course page	Course Offering - enrolled from 2022 / Free University of Bozen-Bolzano (unibz.it)

Specific educational objectives	<p>The course refers to the typical educational activities and belongs to the scientific area of Business Administration.</p> <p>It is a capstone course for competence development, in which the knowledge and skills acquired in the various courses are pooled using problem solving based learning to analyse real situations and develop an action plan for designing, developing and implementing innovation within an existing venture.</p> <p>The course is designed to help students to conceive innovation from the project perspective, oriented to the implementation site, but at the same time grounded on solid theoretical bases.</p> <p>The course will operate as an Innovation Hub with a focus on thought-provoking trends research. Students will be able to transform theories and cutting-edge ideas into real-world sceneries and manage successful outcomes within companies.</p> <p>This AY this course is offered in collaboration with Alperia and the students will be actively involved in the 3rd edition of its corporate accelerator: Startup Factory.</p>
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Lecturer	Alessandro Narduzzo (Prof.), alessandro.narduzzo@unibz.it
Scientific sector of the lecturer	SECS-P/08

Teaching language	English
Office hours	please refer to the lecturer's web page
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen
List of topics covered	<p>Topic covered:</p> <ul style="list-style-type: none"> • Innovation ecosystems: definition and identification. • Startups Scouting • Value proposition • Opportunity validation • Business Model • Financial analysis • Competition and market Analysis • Business Case and Proof of Concept • Open Innovation and corporate accelerator programmes
Teaching format	Project-based course

Learning outcomes	<p>Knowledge and competence:</p> <ul style="list-style-type: none"> • Know the basic concepts and definitions related to innovation project development in an open innovation context • Appreciate and understand techniques for developing creativity, researching new ideas, building an innovative project <p>Applying knowledge and understanding:</p> <ul style="list-style-type: none"> • Understand and recognize key innovation processes and challenges in an enterprise • Apply theoretical concepts to develop an innovative project and to become an innovative entrepreneur <p>Making judgments:</p> <ul style="list-style-type: none"> • Developing a critical thinking, creative abilities and problem-solving competences • Critically build and manage creative group work • Strategically assess the network of stakeholders, obtain financing and credibility for innovation projects <p>Communication skills:</p> <ul style="list-style-type: none"> • Develop communication skills for presenting and discussing innovation projects • Ability to communicate and negotiate with people with different professional experiences the project goals and potential outcomes <p>Learning skills:</p> <ul style="list-style-type: none"> • Ability to carry out innovation projects • Develop and assess concepts related to innovation project management
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	<ul style="list-style-type: none"> Dealing with uncertain outcomes, students will learn how to approach and validate innovation projects
Assessment	<ul style="list-style-type: none"> Project work (written): written project reports done in groups Oral presentations of the project work, at various steps <p>The presence and participation at the lectures are obligatory; there is no assessment for non-attending students.</p> <p>Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that timeframe.</p>
Assessment language	English
Evaluation criteria and criteria for awarding marks	<p>Active contribution to the project development and deliverables (i.e. written reports and oral presentations) related to project milestones, activities and final individual reflection paper.</p> <p><u>Relevant criteria for active contribution:</u></p> <ul style="list-style-type: none"> progress in integrating new content ability to evaluate the state of the project application of project to real world problems <p><u>Relevant for written reports and reflection paper:</u></p> <ul style="list-style-type: none"> clarity of expression logic and coherence (in terms of structure and arguments) integration of the various topics establish logical relationships between sub-topics <p><u>Relevant for oral presentation:</u></p> <ul style="list-style-type: none"> clarity of expression logic and coherence (in terms of structure and arguments) conveying key messages in a reduced format attention getting mastery of key concepts
Required readings	A list of required readings will be made available online on the course Team: 0dc4f1o

Supplementary readings	Supplementary readings may be distributed and recommended to the students.
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