



# UNIVERSITÀ DI PAVIA

Anno Accademico 2016/2017

INNOVATION MANAGEMENT	
Enrollment year	2015/2016
Academic year	2016/2017
Regulations	DM270
Academic discipline	SECS-P/08 (CORPORATE FINANCE)
Department	DEPARTMENT OF ECONOMICS AND MANAGEMENT
Course	ECONOMICS, FINANCE AND INTERNATIONAL INTEGRATION
Curriculum	INDUSTRIAL ORGANIZATION AND MARKET STRATEGIES
Year of study	2°
Period	1st semester (26/09/2016 - 22/12/2016)
ECTS	6
Lesson hours	44 lesson hours
Language	english
Activity type	WRITTEN TEST
Teacher	DENICOLAI STEFANO (titolare) - 7 ECTS VANZI MASSIMO - 2 ECTS
Prerequisites	basic expertise in management and business strategy
Learning outcomes	<p>The course aims at developing managerial skills for the governance of innovation within organization, including both start-ups, SMEs, and large-sized companies. Topics cover the whole innovation process: from idea generation to its development and deployment, through intermediary steps, e.g. business modeling, market analysis, prototyping, pilot test in the market, ecc. Legal and strategic solutions to protect the competitive advantage against imitation are discussed.</p> <p>The course provides cross-industry contents, though a special emphasis goes to: Digital economy, Life Sciences, Advance Manufacturing (Industry 4.0).</p>
Course contents	INNOVATION MANAGEMENT: PRELIMINARY ISSUES & KEY NOTIONS

What is "Innovation"

Basic Types of Innovation (product, process, business model, .)

Sustaining vs Disruptive Innovation

Processes & Practices of Innovative Organizations

Key actors of innovation

Business Lifecycle & HypeCycle

Innovation Journey: Discovery, Development, and Deployment

Innovation eco-system

Open Innovation view

DISCOVERY PHASE

Technology Push vs Market Pull

Generating & Selecting Ideas

R&D Management & Leading technologies

Building creative organizations

Analyse market the don't exist (yet)

DEVELOPMENT PHASE

Business Planning & Elevator Pitch

Business Modeling

Appropriability of the Competitive Advantage

Mobilize the right resources

Action Plan, Milestones & Value Building

Financials for Innovation

DEPLOYMENT PHASE

Go2Market

Dealing with stake- & share-holders

LeanStartup

Equity Market & Exit Strategy

FOCUS ON DIGITAL INNOVATION

Organizational goals, innovation, and information systems;

Digital data streams: Seeding innovation

Designing the digital organization (OO strategy)

Energy Informatics - Dominant Logic shift;

Social media strategy;

Big data: beyond big.

#### Teaching methods

lectures, teamworks, simulations, guest speakers

#### Reccomended or required readings

- a) Notes from lectures;
- b) Book: "Managing Innovation" (Tidd, Bessant)

#### Assessment methods

written exam + teamworks

#### Further information

#### Sustainable development goals - Agenda 2030

[\\$lbl\\_legenda\\_sviluppo\\_sostenibile](#)