

COURSE: Management of Innovation (SECS-P/08 – CFU: 12)

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1. KNOWLEDGE AND SKILLS TO BE ACHIEVED DURING THE COURSE

The Course in Management of Innovation aims to train those who intend to undertake management and managerial careers, or aim to work as professionals and consultants, in the planning of process and product innovations in any type of company. During the course, students will have the opportunity to deepen the importance of managing innovation. Students will study how to adopt an innovation and how to manage it within the company, what are the processes of innovation and the forms of protection of intellectual property. Furthermore, the course focuses on the role of research and technology for the success of an innovation. The course illustrates how a new product develops and how to manage its growth process. Finally, the course illustrates business models that can help the company to describe and classify businesses and to explore possibilities for future development, especially in an entrepreneurial setting. The course aims to consolidate the following knowledge and skills:

1. **Knowledge and understanding:** knowledge about the nature and importance of innovation, as well as the strategies and practices that can be used to improve the benefits an organization can achieve through innovation. This knowledge will help the student to identify how to manage successful innovations and to understand the main problems related to their management.
2. **Applying knowledge and understanding:** theoretical knowledge and practical skills in decision-making and problem solving with reference to the processes of conception, development and implementation of innovation projects.
3. **Making judgements:** critical analysis capacity for decision making in relation to the traditional problems of innovation management but also to emerging topics that include open and social innovation and ecosystems.
4. **Communication skills:** students will acquire the usual technical language and the relational and communication skills necessary for managing relationships with key internal and external stakeholders.
5. **Learning skills:** students will acquire critical skills and the ability to use business models tools to apply the knowledge acquired during the course.

2. PROGRAM/ CONTENTS

The course program is divided into the following parts:

1. Innovation management: definitions
2. Models of innovation
3. National systems of innovation
4. Entrepreneurship
5. Diffusion of innovation and market adoption
6. Organization and innovation
7. Operations management and process innovation
8. Managing intellectual property
9. Managing organizational knowledge
10. Strategic alliances
11. Management of R&D
12. Managing R&D projects
13. Open innovation and technology transfer
14. Business models
15. Product strategy
16. Brand strategy
17. New product development
18. New service innovation
19. Market research

Managing the new product development process

3. TEXT BOOKS

Paul Trott (2017). Innovation Management and New Product Development (6th Edition), Pearson

4. EDUCATIONAL METHOD AND TOOLS

The course is based on video-lessons presenting the main topics of the program. There are also webinars with contents that illustrate case studies, and discussion forums that offer students the opportunity to interact with the teacher and with the tutor.

5. SELF-ASSESSMENT PROCEDURES

For each video lesson, there will be a self-assessment quiz to help the student to check his/her progress in learning the subject.

6. EVALUATION METHODS (FINAL EXAM)

During the examination, the assessment will be carried out through a **written test** consisting in the presentation of a project (task) on a case study that requires the application of knowledge acquired during the course, and an **oral exam** that includes open questions on the content of the program.

7. AREAS OF APPLICATION OF ACQUIRED KNOWLEDGE

The knowledge acquired during the Management of Innovation course can be applied in all public/private, profit/non-profit companies. Business models can help students to apply the acquired knowledge and to develop managerial and entrepreneurial skills.