**UNIVERSITY OF TRIESTE – DEAMS DEPARTMENT**

**BACHELOR COURSE IN BUSINESS & MANAGEMENT**

A.Y. 2022 – 2023

COURSE SYLLABUS

**Management of Innovation**

INSTRUCTOR

Guido Bortoluzzi (Ph.D)

Management of Innovation

**Course duration:** 60 hours

**Credits:** 9 ECTS

**COURSE INSTRUCTOR – Guido Bortoluzzi**

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**Office hours:** by appointment

**** My name is Guido Bortoluzzi and I am an Associate Professor of Innovation Management and Entrepreneurship at the University of Trieste.

I am the Coordinator of the PhD program in Circular Economy of the University of Trieste.

I am the Coordinator of the ITT LAB, Laboratory of Innovation and Technology Transfer of the University of Trieste.

I am the co-funder of the Spin Off Vision Qub.it (funded in September 2021)

I have been visiting lecturer in several international Universities, including University of Northern Colorado (Greeley, U.S.) and ISM University of Economics and Business (Vilnius, LT).

My research interests deal with Innovation management, Start-Ups, Business Models; Internationalization Strategy. I published the results of my research in severl international journals, including Harvard Business Review (German ed.), Journal of Business Research, International Marketing Review, Journal of International Management, Management Decision, European Management Journal., European Journal of Innovation Management, European Journal of International Management.

Course objectives

The main aim of the course is to focus on how firms should manage innovation-related activities in order to increase the likelihood to remain competitive in a fast-changing economic and technological environment.

After clarifying what innovation *is* and *why* it is so important for the competitiveness of firms, the course will focus on four main aspects: the organizational antecedents to innovation, the innovation strategy, the innovations sources and the innovation process.

Learning outcomes

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| --- | --- | --- |
| **Course learning outcomes (CLO)** | **Study methods** | **Assessment methods** |
| **CLO1 To be able to describe the many faces of innovation and innovation types (discontinuous, disruptive, radical, incremental, etc.)** | **Individual study**  **First Class discussion**  **R&D 1: “The Future of Platforms”** | **Final exam (70%)**  **R&D 1 (5%)** |
| **CLO2 To be able to describe what are the main organizational antecedents of innovation** | **Individual study**  **Second Class discussion** | **Final exam (70%)** |
| **CLO3 To be able to describe the main approaches to innovation strategy** | **Individual study**  **R&D 2: “The Talents Factory”** | **Final exam (70%)**  **R&D 2 (5%)** |
| **CLO4 To be able to describe the variety of innovation sources that firms can use to generate new ideas** | **Individual study**  **R&D 3 “Why Innovation’s Future Isn’t (Just) Open”**  **Third Class discussion** | **Final exam (70%)**  **R&D 3 (5%)** |
| **CLO5 To be able to describe how the innovation process is managed in firms** | **Individual study** **R&D 4: “Social Listening Is Revolutionizing New Product Development”****Group Work** | **Final exam (70%)**  **R&D 4 (5%)**  **Group Work (10%)** |

Learning methods

This course will expose students to theoretical concepts and practical tools. Case discussions, Group-works and Readings will be used in order to reinforce the concepts learned during theoretical lessons. Scholars, Start Ups and other guests will be also invited to hold speeches during the course.

Individual work, group work and assessment (ATTENDING STUDENTS ONLY):

|  |  |
| --- | --- |
| **ACTIVITY** | **WEIGHT**  **ON FINAL GRADE** |
| Reading & Discussion | 20% |
| Group Work | 10% |
| Final Exam\* | 70% |

\* The lecturer will provide extra points to those students that will contribute to the success of the course with regular attendance, active participation to class discussions and group activities. A P2P evaluation system will be used to evaluate the commitment of each student within groups. The lecturer will exclude from groups those students not providing an acceptable contribution to the group activities (Class Discussions, R&D and Group Work) and hence consider them as “non attending”.

Course requirements:

1. “Reading & Discussion” sessions (20%)

During the “Reading & Discussion” sessions, students will work in group. Every outcome will be evaluated and will contribute (5% each) to each student’s final grade.

Groups will be asked to read in advance some papers and to answer to some specific questions made by the lecturer through a .doc document or a PPT presentation.

Each group will be evaluated on:

(1) the ability to use vocabulary, theories and concepts learnt in class

(2) the overall quality (care, precision) and consistency of the work done

1. Group Work (10%)

Specific instructions will be provided by the lecturer during the course

1. Final Exam (70%)

Multiple-choice test reserved to ATTENDING students only. Students belonging to a group and **systematically present in class** **and active in their groups** are considered ATTENDING. The scoring rule is the following: +**1 for every correct answer; 0 for no answer; -0.5 for every wrong answer**.

Students will be asked to study their notes, the slides and the papers read in preparation of the R&D sessions and Class discussion.

**Non-attending students** will be evaluated only on the results of the final exam (100%) that will consist in 3 open questions. To get prepared for the exam, non-attending students are required to STUDY in depth Chapters 1-10 (from 1 to 10) of the textbook, 7th edition with the exclusion of Chapter 2. Non-attending students using the content of the slides to answer to the questions will be penalized (-6 points per answer).

D. Class discussions (extra points)

Class discussions won’t be graded. However, an active participation from students and groups is necessary to obtain some extra points on the final grade

**Changes might occur due the evolution of the Covid19 pandemic.**

Reading & Discussion and Class Discussion sessions

The papers used for the “Reading & Discussion” sessions will be the following ones:

R&D 1: “The Future of Platforms”

R&D 2: “The Talents Factory”

R&D 3 “Why Innovation’s Future Isn’t (Just) Open”

R&D 4: “Social Listening Is Revolutionizing New Product Development”

The papers to read in preparation to the “Class discussion” sessions are the following ones:

First Class discussion: “The Evolution of the Music Industry”

Second Class discussion: “The PIXAR case”

Third Class discussion (in case we have time): “Collaborating with users: the case of LEGO”

**All papers will be provided to students through the Moodle platform since the beginning of the course.**