



**UNIVERSITÀ
DEGLI STUDI
DI TRIESTE**

Deams

Dipartimento di

**Scienze Economiche, Aziendali,
Matematiche e Statistiche "Bruno de Finetti"**

**UNIVERSITY OF TRIESTE – DEAMS DEPARTMENT
BACHELOR COURSE IN BUSINESS & MANAGEMENT
A.Y. 2023 – 2024**

**COURSE INTRODUCTION & 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

Associate Professor of Innovation Management and Entrepreneurship and Business Modelling at the University of Trieste.

Coordinator of the PhD program in [Circular Economy](#) of the University of Trieste.

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

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

Research interests deal with Innovation management, Start-Ups, Business Models. Publish in several international journals, including Technovation, Journal of Business Research, International Marketing Review, Journal of International Management, European Management Journal, European Journal of Innovation Management, Harvard Business Manager

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,
 - the innovation process.

Learning outcomes

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%)

SCHEDULE OF THE COURSE

- You can find it in Moodle
- May be subject to change (check for the different versions). All modifications are communicated through the Moodle platform (but you must join the course to receive updates. So **do it asap**).

Individual work, group work and assessment (attending students only)

ACTIVITY	WEIGHT ON FINAL GRADE
Reading & Discussions	20%
Group Work	10%
Final Exam*	70%

* The lecturer can provide **extra points** to those students that will contribute to the success of the course with **regular attendance and 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 who do not provide an acceptable contribution to the group activities (Class Discussions, R&D, and Group Work) and hence consider them as “non-attending students”.

Course requirements

“Reading and Discussion” (R&D) 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

Group Work (10%)

Specific instructions will be provided by the lecturer during the course

Exam: Attending students

- Multiple-choice test reserved to ATTENDING students only. Students belonging to a group **and being 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 for the R&D sessions and for the Class discussions.

Exam: Non attending students



Joe Tidd and John Bessant, *MANAGING INNOVATION. Integrating Technological, Market and Organizational Change* (7th edition), Wiley

Study chapters 1 to 10 excluding chapter 2

Non-attending students will be evaluated only on the results of the final exam (100%) that will consist of 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, excluding chapter 2. Non-attending students using the content of the slides to answer to the questions will be penalized (-6 points per answer).

FORMING THE GROUPS

- Groups will be formed by (min) 4 – 5 (max) people.
- Find a NAME for the group and choose a TEAM LEADER.
- The TEAM LEADER will be the only one that will send files to the lecturer
- The TEAM LEADER will send to the lecturer the list of the team-members by the end of the week in a .xls file (download the FORMAT from MOODLE)

FORMAT

GROUP A

NAME	SURNAME	POSITION	EMAIL
MARIA	BOLLE	TEAM LEADER	maria.bolle@studenti.units.it
PATRICIA	URQUIOLA		patricia.urquiola@studenti.units.it
JEORGE	AMADO		jeorge.amado@studenti.units.it
ERIK	DE CONTI		erik.deconti@studenti.units.it
ERIKA	TOC		erika.toc@studenti.units.it

About your thesis and beyond

- Available for “applied” thesis and “super-thesis”
- Available for “internal” internships
- Start looking around and applying NOW for your master’s degree.
- I write recommendation letters **only** to students actively participating in my course.