

**Bachelor Degree in Business Administration (Degree Code: L-18)  
Innovation Management  
A.Y 2022-2023, Course Year: II, II Semester, 5 ECTS Credits**

**Prof. Maria Colurcio**

<b>Course Information</b>	Innovation Management - SSD: SECS-P/08 5 ECTS – 35 hours: Prof. Maria Colurcio Lesson period: II Semester, March – May 2023 A.Y. 2021/2022
<b>Professor Information</b>	Prof. Angela Caridà E-mail: <a href="mailto:angela.carida@unicz.it">angela.carida@unicz.it</a> website <a href="http://diges.unicz.it/web/docenti/colurcio-maria/">http: diges.unicz.it/web/docenti/colurcio-maria/</a> Room 21 - DIGES Tel.: + 39 0961 3694974
<b>Course Description</b>	The course aims to provide learners with the fundamental knowledge to better understand and manage innovation processes to develop new product and process solutions. The course has a strong practical and theoretical focus. It envisages creative labs and project work development.
<b>Course goals and Expected Learning Outcomes (knowledge and understanding; Apply knowledge and understanding; Autonomy of judgment; Communication skills; Learning ability)</b>	Students will learn how to manage innovation challenges, they will develop (i) appropriate knowledge and understanding of the strategic innovation management process; (ii) the ability to apply concepts, methods, and tools to develop a new product development (NPD) plan; (iii) the ability to independently and critically evaluate information and data to improve critical analysis and problem solving skills; (iv) the ability to use technical language to communicate clearly with specialised interlocutors (managers, academics, experts) and non-specialists; (v) appropriate skills to independently identify and exploit new business opportunities.
<b>Program (Attending and non Attending students)</b>	The course focuses on the Innovation Management process. Topics covered are: Technological innovation features - Sources of innovation - Forms and models of innovation - Standards and dominant design conflicts - Time to market Innovation strategy development - Strategic orientation - Selection and evaluation of innovation projects - Collaboration strategies Implementation of the innovation strategy - New product development process. - Innovation marketing strategy.
<b>Expected student workload</b>	90 hours

<b>Teaching Methods</b>	<ul style="list-style-type: none"> <li>- Lectures</li> <li>- Case study discussion</li> <li>- Seminars</li> <li>- Creative lab and project work (PW)</li> </ul>																				
<b>Learning resources (textbooks, eventual further readings useful to a reader seeking additional information)</b>	<p>Textbook: Gestione dell'innovazione          Authors: Schilling, M. A., Izzo, F.          Publisher: McGraw Hill Companies, 2020          Chapters: 1,2,3,4,5,6,8,12,13.          Case study materials are available on the UMG e-learning platform.</p> <p>Attending students will be involved in the project work.</p> <p>The teaching materials are available on the UMG e-learning platform.</p> <p>The lectures and the textbook are the main sources for preparing for the final exam.</p> <p>Information about this course can be found at <a href="https://diges.unicz.it/web/docenti/colurcio-maria/">https://diges.unicz.it/web/docenti/colurcio-maria/</a></p>																				
<b>Support activities</b>	<p>Students are supplemented by weekly tutorials covered during A.Y.          Students are supported by tutorials during creative labs.</p>																				
<b>Attendance policy</b>	<p>The attendance policy is established by art. 8 of the University teaching regulation:  <a href="http://www.unicz.it/pdf/regolamento_didattico_ateneo_dr681.pdf">http://www.unicz.it/pdf/regolamento_didattico_ateneo_dr681.pdf</a>.</p>																				
<b>Assessment methods</b>	<p>Final Exam modalities</p> <ul style="list-style-type: none"> <li>- Oral exam</li> <li>- Written test</li> </ul> <p>Attending students: the final exam assessment includes the evaluation of the PW.</p> <p>The final exam will be graded according to the following table.</p> <table border="1" data-bbox="446 1326 1497 2056"> <thead> <tr> <th></th> <th><b>Knowledge and comprehension</b></th> <th><b>Analysis and synthesis</b></th> <th><b>Use of bibliographic references</b></th> </tr> </thead> <tbody> <tr> <td>Fail</td> <td>Important gaps/mistakes/lexical inaccuracies Confusion</td> <td>Irrrelevant Inappropriate use of digressions and generalizations</td> <td>Not able</td> </tr> <tr> <td>18-20</td> <td>Minimal orientation skills in the subject Evident imperfections/gaps</td> <td>Barely sufficient</td> <td>Barely sufficient</td> </tr> <tr> <td>21-23</td> <td>Superficial knowledge Serious imperfections</td> <td>Correct method supported by coherent presentation/reasoning</td> <td>Able</td> </tr> <tr> <td>24-26</td> <td>Good knowledge, albeit non supported by substantial critical/systematic</td> <td>Correct method supported by coherent presentation/reasoning</td> <td>Able</td> </tr> </tbody> </table>		<b>Knowledge and comprehension</b>	<b>Analysis and synthesis</b>	<b>Use of bibliographic references</b>	Fail	Important gaps/mistakes/lexical inaccuracies Confusion	Irrrelevant Inappropriate use of digressions and generalizations	Not able	18-20	Minimal orientation skills in the subject Evident imperfections/gaps	Barely sufficient	Barely sufficient	21-23	Superficial knowledge Serious imperfections	Correct method supported by coherent presentation/reasoning	Able	24-26	Good knowledge, albeit non supported by substantial critical/systematic	Correct method supported by coherent presentation/reasoning	Able
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		27-29	Remarkable knowledge, supported by orientation skills in the subject and considerable critical thinking	Correct method supported by coherent presentation/reasoning with hints of originality	Able to focus the subject logically and coherently.
		30-30L	Excellent knowledge supported by outstanding orientation skills in the subject and profound critical thinking	Correct method supported by coherent presentation/reasoning with noticeable originality	Able to focus the subject logically and coherently.