



Università degli Studi della Basilicata

DIPARTIMENTO DI MATEMATICA, INFORMATICA ED ECONOMIA

COURSE: Innovation Management			
ACADEMIC YEAR: 2018/2019			
TYPE OF EDUCATIONAL ACTIVITY: Affine			
TEACHER: Antonio Lerro			
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Language: italian			
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ECTS: 8 (lessons e tutorials/practice)	n. of hours: 56 (lessons e tutorials/practice)	Campus: Potenza Dept./School: DIMIE Program: Economia Aziendale	Semester: I

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

Knowledge and understanding: Understand the strategic and organisational dimensions of innovation management with organisational systems. Capability of combining qualitative and quantitative approaches within organisation and sectors with the aim to manage and assess strategic knowledge assets grounding organisational capabilities. Comprehend the main challenges and characteristics of innovation processes with particular attention to the technological aspects.

Applying knowledge and understanding: Understand the approaches, models, tools and initiatives at the basis of the innovation and knowledge management. Apply the traditional and new principles of management in order to support and drive the development of the organisational innovation capacity. Capability of integrating technological and organizational dimensions to design, implement and assess innovation and knowledge management initiatives aimed to enhance organizational value creation capacity.

Making judgments: Develop an interdisciplinary attitude to the interpretation, analysis and solution of innovation problems and challenges. Apply analytical skills and be aware of the relevance of the new technological and soft dimensions for the competitiveness of 21st century organisations.

Communication skills: Ability to present and discuss the main management insights about how to manage innovation processes with organizations. Be aware of the relevance of shaping a rich communication when transferring knowledge either for management purposes or for personal once. Understand how to convey messages and knowledge in an effective and efficient way by using metaphors and a knowledge-based tool.

Learning skills: Understand how to combine quantities approaches and qualitative methodologies to investigate organizational problems and innovation challenges. Develop "design thinking" capabilities in order to investigate issues and propose creative solutions. Be aware of the relevance of working and learning as a team and be capable of contributing in group work.

PRE-REQUIREMENTS

Fundamental notions and approaches developed by managerial disciplines as well as by economics and business laws in order to better frame and understand innovation dynamics both at organizational and territorial level

SYLLABUS

Introduction to the innovation management

Fundamentals and dynamics of the innovation

Basics of technology strategy

The role and the impact of the technology on the innovation dynamics

The innovation sources

Forms and models of innovation

Dominant design and technology paths

First mover advantage

The managerial dimensions of the innovation

Product innovation



Process and technological innovation (operations management, TQM, Industry 4.0)
Commercial innovation
Management and organizational innovation
Business model innovation

The innovation systems at territorial level

Technological districts
Regional innovation systems

TEACHING METHODS

Theoretical lessons, Case studies analysis lessons, Keynote speeches by national and international academics, entrepreneurs, managers, consultants

EVALUATION METHODS

Oral examination

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

- Text (mandatory)
 - Schilling, M.A., Izzo, F. (2013, terza edizione) Gestione dell'innovazione, McGraw-Hill, Milano, Italia (obbligatorio).

- Lectures and readings on specific themes
 - Graziadei, G. (2012) Lean Manufacturing, Hoepli, Milano, Italia.
 - Tidd, J., Bessant, J., Pavitt, K. (2005, third edition) Managing innovation, John Wiley & Sons, Ltd, Chichester, UK.
 - Malerba, F. (2005, a cura di) Economia dell'innovazione, Carocci, Roma, Italia.
 - Byers, T.H., Dorf, R.C., Nelson, A.J., Vona, R. (2011) Technology Ventures – Management dell'imprenditorialità e dell'innovazione, McGraw-Hill, Milano.
- Presentations of the contents of the lectures held by the teachers and available on the website section of the course "Gestione dell'Innovazione" within the general website of the "Corso di Studi di Economia Aziendale"
- Other texts and notes provided by the teacher

INTERACTION WITH STUDENTS

Riportare in lingua inglese i contenuti riportati nella scheda in lingua italiana.

Meeting day and time with the students are planned - for the first semester - on each day of lecturing after the end of the lectures; For the second semester, meeting day and time is planned on each Wednesday from 12:00 to 14:00. It is possible to contact and interact with the teacher by email when the student needs.

EXAMINATION SESSIONS (FORECAST)¹

Monday 04/02/2019; Monday 18/02/2019; Wednesday 10/04/2019; Monday 13/05/2019; Monday 08/07/2019; Friday 06/09/2019; Monday 18/11/2019

<http://economia-usb.unibas.it/site/home/triennale/calendario-esami-cdl-e-lm/documento14025240.html>

SEMINARS BY EXTERNAL EXPERTS **YES** **NO**

FURTHER INFORMATION

¹ Subject to possible changes: check the web site of the Teacher or the Department/School for updates.



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