



UNIVERSITY OF BASILICATA STUDIES
DEPARTMENT OF MATHEMATICS, INFORMATICS AND ECONOMICS

COURSE: Innovation Management

ACADEMIC YEAR: 2019-202

TYPE OF EDUCATIONAL ACTIVITY: (Basic, Characterizing, Affine, Free choice, Other): Affine

TEACHER: Antonio Lerro

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website:

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mobile (optional):

Language: italian

ECTS: (lessons e
tutorials/practice): 8 CFU

n. of hours: (lessons e
tutorials/practice): 56

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 in order to better frame and understand innovation dynamics

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

Technological innovation and digital transformation

Process and operations innovation (operations management, TQM, Industry 4.0)

Commercial innovation

Management and organizational innovation

Business model innovation

Open Innovation



The innovation systems at territorial level

Technological districts and innovation hubs
National and regional innovation systems

TEACHING METHODS

Theoretical lessons, Case-analysis and discussion, seminars of external experts

EVALUATION METHODS

Oral examination

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

- Schilling, M.A., Izzo, F. (2013, third edition) Gestione dell'innovazione, McGraw-Hill, Milano.
- Chiarini, A. (2010) Lean organisation for Excellence, Franco Angeli, Milano.
- Graziadei, G. (2012) Lean Manufacturing, Hoepli, Milano, Italia.

Thematic readings

- Binci, D. (2016) Innovazione e cambiamento. Struttura, tecnologia, competenze e leadership tra innovazione tradizionale ed innovazione aperta, Franco Angeli, Milano.
- Byers, T.H., Dorf, R.C., Nelson, A.J., Vona, R. (2011) Technology Ventures – Management dell'imprenditorialità e dell'innovazione, McGraw-Hill, Milano.
- Chase, R.B., Jacobs, R.F., Grando, A., Sianesi, A. (2011) Operations Management nella produzione e nei servizi, McGraw-Hill, Milano

Presentations of the contents of the lectures held by the teacher

Other texts and notes provided by the teacher

INTERACTION WITH STUDENTS

Discussion and interaction in the classroom

Meeting days (I semester: after the lectures; II semester: Wednesday 12:00-13:00 (email of request by students is suggested)

Relationships via e-mail

EXAMINATION SESSIONS (FORECAST)¹

I session: Monday 10th February 2020; Monday 24th February 2020;

II session: Monday 16th March (dedicated session); Monday 11th May 2020; Monday 6 July 2020

III session: Friday 4th September 2020; Monday 16th November 2020

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.