

COURSE OF STUDY: STRATEGIC MANAGEMENT AND DIGITAL MARKETING

ACADEMIC YEAR: 2023-2024

ACADEMIC SUBJECT: *Entrepreneurship, Digitalization and Innovation Management*

General information	
Year of the course	1st year
Academic calendar (starting and ending date)	1 st semester (September 11 th -December 15 th)
Credits (CFU/ETCS):	8
SSD	SECS-P/08
Language	
Mode of attendance	Attendance is not mandatory but it is recommended.

Professor/ Lecturer	
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Telephone	-
Department and address	Department of Economics and Finance. 53, Largo Abbazia Santa Scolastica, II floor (departments area)
Virtual room	TEAMS – Channel “Ricevimento studenti” https://teams.microsoft.com/l/team/19%3aq_73KAKBBACJ7antmPJBtuUfpaltCgorYvgiuLW0uYQ1%40thread.tacv2/conversations?groupId=dc3798fd-6cae-4b80-893b-13bb1486f4ad&tenantId=c6328dc3-afdf-40ce-846d-326eead86d49
Office Hours (and modalities: e.g., by appointment, on line, etc.)	From Monday to Friday, by appointment to be required by email

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
56	56		
CFU/ETCS			
8	8		

Learning Objectives	<i>The course allows to frame, both in a theoretical perspective and in its application implications, the topics of entrepreneurship, digitalization and innovation management. The student is required to acquire the conceptual framework of these phenomena and the managerial tools, suitable for dealing with them from an operational perspective.</i>
Course prerequisites	<i>Knowledge of the basic principles of management</i>

Teaching strategy	<i>The course is characterized by an active and frequent involvement of the students in order to develop critical sense of the subject. In addition, examples and practical cases will be presented. The lectures are systematically supported by the use of PowerPoint presentations with the aim of stimulating active and critical participation by the students.</i>
Expected learning outcomes in	

terms of	
Knowledge and understanding on:	<ul style="list-style-type: none"> ○ knowledge of the topics; ○ ability to analyze critically and frame the current challenges of management, by recognizing the specific elements associated with the topics covered by the course.
Applying knowledge and understanding on:	<ul style="list-style-type: none"> ○ recognition, comment and contextualization of the logic of the topics of the course and of the different managerial tools ○ self-assessment and ongoing evaluation during lessons and presentation of case studies
Soft skills	<ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> This course will allow students to: o critically re-elaborate the contents, relating knowledge in a transversal and multidisciplinary way, also by applying them to different situations, both thematically and methodologically; o correctly use all methods and tools from a management perspective. • <i>Communicating knowledge and understanding</i> This course will allow to: o acquire a good degree of control of the written and oral language code through the direct involvement of the students in classroom presentations – (through seminars and multimedia tools) of ongoing thematic insights based on examples. o experience the 'team work' form in an integrated, interdisciplinary and complementary way, with diversified and defined levels of autonomy. • <i>Capacities to continue learning</i> In order to become increasingly autonomous in research activity, the course aims at: o stimulating the constant self-assessment of the skills acquired o integrating the various sectors points of view in organically constituted synthesis frameworks o the ability to learn is also enhanced and monitored during the lectures, the seminar activities,, the exercises - organized with the active and original participation of the students. o the acquired learning ability will also allow to work in full autonomy by integrating the training and experiential path also in research contexts.
Syllabus	
Content knowledge	<p><i>Introduction: the course defines the methodological, conceptual and operational framework of management, applied to innovation, in a context- such as the current one- characterized by a significant discontinuity which requires the firm to review traditional business models. In this context it is relevant to underline 1) the recovery and enhancement of entrepreneurship as an engine of economic development and a founding element of the development of companies, and 2)</i></p>

	<p><i>the role of digitization as a transformative element of business models.</i></p> <p><i>2. Entrepreneurship. In this part of the course the concept of entrepreneurship will be defined in order to highlight its relevance in the current context. In particular, along with the discussion of case studies, the generative process of entrepreneurship and its link with successful innovation will be analyzed. Specifically, it intends to define the figure of the entrepreneur in its conceptual and operational profile and the conceptual and applicative passage from entrepreneurial creativity to the creation of a business model.</i></p> <p><i>3. Digitalization. In this part of the course, the role of digital transformation in profoundly changing corporate business models will be analyzed through a transformative process of the two main macro dimensions of a business model: the customer value proposition (what is offered to the customer) and the operating model (how the value proposition is designed, implemented and delivered). Based on this assumption, the different forms that business model innovation can take due to the ongoing digital transformation will be presented and discussed.</i></p> <p><i>4. Innovation management. In this part of the course the main issues associated with innovation management will be analyzed. In particular: sources, forms and models of innovation; the elaboration and implementation of a technological innovation strategy.</i></p> <p><i>5. Innovation and digitalization and their relationship with the market. The last part of the course is dedicated to the role that innovation and digitalization processes play in redefining market logic and tools. Specifically, the innovation models will be defined from the point of view of consumer behavior and of the strategies and tools that companies are required to adopt, in order to respond to the changing context, associated with the digital revolution and, in broader terms, with technological innovation.</i></p>
Texts and readings	<p><i>Schilling M.A., Izzo F. Gestione dell'innovazione. McGraw-Hill 2022.</i></p> <p><i>The professor reserves the right to present any further in-depth reading on specific aspects of the program at the beginning of the course</i></p>
Notes, additional materials	<p><i>Additional bibliography for non-attending students: non-attending students are required to contact the professor directly, he will provide any additional bibliography to integrate the institutional program.</i></p>
Repository	-

Assessment	
Assessment methods	<p><i>The final test consists of an oral exam.</i></p> <p><i>The course does not include an intermediate test.</i></p>
Assessment criteria	<ul style="list-style-type: none"> ● Knowledge and understanding <ul style="list-style-type: none"> ○ knowledge of managerial issues related to entrepreneurship, digitalization and innovation management; ○ ability to analyze and frame issues associated with management ● Applying knowledge and understanding <ul style="list-style-type: none"> ○ recognition, comment and contextualization of management and innovation management tools; ○ self-assessment and ongoing evaluation during seminar lessons and case presentations ● Autonomy of judgment <ul style="list-style-type: none"> ○ critical re-elaboration of the contents;

	<ul style="list-style-type: none"> ○ correct use of tools and methods; ○ correct and integrated use of all types of sources. ● <i>Communication skills</i> <ul style="list-style-type: none"> ○ description and interpretation, through the use of specific terminology ● <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ being able to critically manage the specific bibliography and the essential research tools; ○ ability to describe and interpret the topics of the course in a management perspective
Final exam and grading criteria	<p><i>During the exam, the knowledge of the topics of the course and the ability to apply the contents of the course will be assessed, also through the discussion of case studies. The students must demonstrate to have acquired sufficient knowledge in all the topics of the course. The final mark will be assigned also by evaluating the ability of analysis and synthesis, the ability to make connections between the various and interdisciplinary themes, as well as the quality of the exposition.</i></p>
Further information	<p>During the course, seminars on specific topics may be scheduled by teachers and/or experts who will discuss about successful (or unsuccessful) experiences.</p>
	<p>Degree Thesis</p> <p>The topics covered by the degree thesis must be oriented towards specific topics covered by the course.</p> <p>The work setting is aimed at acquiring and developing the following skills:</p> <ul style="list-style-type: none"> - collecting and critically managing a thematic bibliography (Italian and/or a foreign one); - re-elaborating the collected information, by proposing a personal perspective of the topics; - organizing a thematic development in a coherent and methodologically correct way, from the analytical approach to the synthesis contextualization, learning to circumscribe the topic. <p>The exam calendar is published on the notice boards of the Degree Course and made available on the website of the same Degree Course. To register for the exam, it is necessary to book it through the Esse3 system.</p>