

General Information	
Academic subject	Business administration and innovation
Degree course	Economia e management
Curriculum	
ECTS credits	6
Compulsory attendance	No
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Raffaella Girone	raffaella.girone@uniba.it	SECS/P07

ECTS credits details			
Basic teaching activities			

Class schedule	
Period	II semester
Year	2016/2017
Type of class	Lecture- workshops

Time management	
Hours	42
Hours of lectures	38
Tutorials and lab	4

Academic calendar	
Class begins	19th of february
Class ends	8th of June

Syllabus	
Prerequisites/requirements	
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<p><i>Knowledge and understanding of fundamentals of principles of innovation</i></p> <p><i>Applying knowledge and understanding to the interpretation of business behaviour and of innovation processes</i></p> <p><i>Making informed judgements and choices on the analysis of business cases</i></p> <p><i>Communicating knowledge and understanding in describing innovation process</i></p> <p><i>Capacities to continue learning by means of analysis methods and instruments</i></p>
Contents	<p>Fundamental of business administration, Industry Dynamic of technological innovation (sources, types of innovation, design dominance), formulating technological innovation strategy (choosing innovation projects, collaboration strategies, projecting innovation), Implementing technological innovation strategy (new product development process, team project, crafting a deployment strategy).</p>
Course program	

Bibliography	M. Schilling, Strategic management, Mc graw hill, Airoldi, Brunetti, Coda, Corso di economia aziendale, il Mulino Grandi, Sobrero, Innovazione tecnologica e gestione d'impresa, il Mulino
Notes	
Teaching methods	projector
Assessment methods (indicate at least the type written, oral, other)	Written and oral test
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.	<p>Student:</p> <ul style="list-style-type: none"> - Has to know the fundamental principles of innovation dynamics - Has to be able to analyse business behavior and innovation processes - has to be able to make judgements on the analysis of business cases - has to be able to communicate his knowledge and understanding in describing innovation processes - has to show his abilities to keep on learning using analysis methods and instruments.