

<b>Instructor's name</b>	Raffaella Girone
<b>BA</b>	Economia e management
<b>Academic year</b>	2013/2014
<b>Term</b>	second
<b>Credits</b>	6
<b>Subject area</b>	Secs p/07

**Course of Innovation Management (a.a. 2013/2014)**  
**(Prof. Raffaella Girone)**

Università degli Studi di Bari Aldo Moro  
BA Economia e management

Admission criteria

Basis of management

Aims of the course

The aim of the course is to explain how innovation affects the competitive dynamics of markets, how firms can strategically manage innovation, and how firms can implement their innovation strategies to maximize their likelihood of success.

Course outline

Part one

Industry dynamics of technological innovation.

Sources of innovation, types and patterns of innovation, standards battles and design dominance, timing of entry.

Part two

Formulating technological innovation strategy

Defining the organization's strategic direction, choosing innovation projects, collaboration strategies, protecting innovation.

Part three

Implementing technological innovation strategy

Organizing for innovation, managing the new product development process, managing new product development teams, crafting a deployment strategy.

Reading material

Innovazione tecnologica e gestione d'impresa, A.Grandi, M.Sobrero, il Mulino

Textbook

Gestione dell'innovazione, M.Schilling, Mc graw hill, 2010

Other references Photocopies: financing innovation

#### Assessment methods

- Esoneri: Si
- Prova Scritta: No
- Colloquio Orale: Si

#### Tutorials

- Corso presente nella zona in e-learning del Sito Web di Facoltà: Si/No

#### Teaching methods

- Cicli interni di lezione: Si
- Corsi integrativi: No
- Esercitazioni: Si
- Seminari: No
- Attività di laboratorio: No
- Project work: No
- Visite di studio: No