
Economics and management of innovation

Finalità

Concepts of innovation management
Management of project

Programma

Part I: Industry Dynamics of Technological Innovation

- o Sources of Innovation
 - o Types and Patterns of Innovation
 - o Standards Battles and Design Dominance
- Timing of Entry

Part II: Formulating Technological Innovation Strategy

- o Defining the Organization's Strategic Direction
- o Collaboration Strategies
- o Protecting Innovation

Part III: Implementing Technological Innovation Strategy

- o Organizing for Innovation
- o Managing the New Product Development Process
- o Managing New Product Development Teams
- o Crafting a Deployment Strategy

Part IV: Project management

- o Project management and organizational structure
- o Project planning and programming
- o Gantt, PERT e CPM
- o Slack time
- o Network replanning
- o Crash time
- o Work breakdown structure
- o Cost control

Attività d'esercitazione

The class will combine in-class explanation of the background material, problem-solving and case discussions.

Modalità d'esame

A written test covering the whole course program. Tests include both theory questions and exercises.

Testi consigliati

Schilling M., "Gestione dell'Innovazione", ed. McGraw-Hill