
Economics and innovation and project management

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

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