

**VISITING PROFESSOR RE: INNOVATION MANAGEMENT
AND ENTREPRENEURSHIP**

CFU/ Credits	SSD Subject Code	Lectures (hours)	Tutorials (hours)	Lab (hours)	Seminars (hours) [inserire voce: es. attività di campo; seminari; uscite; ...]	Year	Teaching Language
6	SECS- P/08	40				I	English

Goals and Learning outcomes

This course will focus on current issues central to the management of organizational and entrepreneurial innovation.

Course objectives involve students achieving the following learning outcomes.

- A thorough knowledge of what entrepreneurship is and key issues central to the management of organizational and entrepreneurial innovation.
- A thorough knowledge of what innovation is and why it is critical to an organization's success.
- An understanding of the components of creativity that include both new product creativity and marketing programs creativity.
- An understanding of how entrepreneurs in the creative global organizations inspire innovation and creativity. What can these examples of creative organizations teach us?
- Understanding the steps in new product development.

Prerequisites

None

Course Content

This Course is divided in 2 modules:

- MOD. 1: Entrepreneurship: process and practice
- MOD. 2: Innovation management: process and practice

MOD. 1: This course will focus on current issues central to the management of organizational and entrepreneurial innovation.

MOD. 2: This course will then cover literature background on innovation and creativity with special focus on practices necessary to stimulate and manage innovation in a business.

Detailed program is to be defined once visiting professors are appointed.

Mode of Delivery

Lectures and case discussion

Recommended reading list (Bibliography)

Readings will be communicated in class.

Assessment

Class discussions and individual and group assignments.
Students evaluation will be based on the quality and quantity of class participation in case and article discussions and on written analysis of an assigned business case/group project.

Office hours

Instructors will be available at the end of each class as well as in office hours that will be communicated at the beginning of the course.

Academic Timetable

http://www3.uninsubria.it/pls/uninsubria/consultazione.mostra_pagina?id_pagina=6606