



Syllabus

Academic Year	2022/2023
Program	Marketing
Course	Design Thinking and Innovation Management
Term	II semester
Year	1
SSD	SECS-P/10
Credits	6

INSTRUCTIONAL GOALS

This course provides students with state-of-the-art theoretical and applied knowledge on the management of innovation. Combining case studies, in-class exercises, group work, and lectures, the course addresses the strategic, organizational, and operational dimensions of innovation and design thinking. The course focuses on innovative activities in technology-intensive firms, but also examines innovation in other industries such as design, consumer goods, retail, fashion, and manufacturing. It examines the unique challenges and opportunities during the early stage of new industries, and the changing nature of innovation as industries evolve. We also discuss the role of collaboration and partnering when managing innovation. The course should be of interest to students aspiring to work in industry, public sector, non-profits, or startups.

INTENDED LEARNING OUTCOMES

They describe what a learner is expected to know, understand and be able to demonstrate after completion of a learning path.

Knowledge and understanding:

By the end of the course, students should be able to:

- use the conceptual frameworks, tools and analytical resources to understand innovation process within organizations
- comprehend the organization role in the development innovation and the main mechanisms that organization can activate it
- understand the main challenges and opportunities of innovation and their role in the success or failure of the organization
- develop a critical understanding of how entrepreneurial activities could propose and define innovation ideas.

Applying knowledge and understanding:

Upon completing the study program, students will be able to:

- Evaluate the managerial implications of the development of innovation.
- Interpret innovative scenarios and define possible solutions for the management of the innovation.
- Develop an innovative mindset, which is necessary to tackle the new challenges
- Define the basis of new business ideas and analyze its feasibility from a managerial prospective

Making judgements:

Upon completing the study program, students will be able to:



- Interpret scientific articles concerning the managerial and entrepreneurial implication of innovation
 - Prepare original business plans/ models supported by data and market analysis.
- During the course, students will be asked to analyze innovation opportunities, business models and provide suggestions. The course is based on inquiry-based learning. Solutions to problems and customer needs needed to be developed and discussed.

Communications Skills:

Upon completing the study program, students will be able to:

- communicate effectively in written form through completing the assignment and in oral form through final class debate and project work presentations;
- manage team-work relations by properly sharing own ideas and listen to others' ideas;
- engage in fruitful communications with the teaching team about course contents as well as about any organizational issues that may arise in due course

Learning skills:

Upon completing the study program, students will be able to:

- build an analytic toolbox from both managerial and entrepreneurship;
- solve problems in dynamics settings and develop critical positions.

Pre-requisites	None.
Course content	<p>In general, the course covers two main concepts: innovation management, and entrepreneurship.</p> <p>The course starts by analyzing how organizations could efficiently manage innovations and how these could support their success. Moreover, considering the importance of management of innovation within the modern organization, the course will analyze the different managerial solutions and how they:</p> <ul style="list-style-type: none">- support in the development of innovation within the organization- limit the possible threats that a disruptive innovation could have on the organization. <p>A focus will be made on how the same opportunities could be explored by entrepreneurial activities and how entrepreneurs define their business model and their strategic positioning in the market. Particular attention will be given to the possibility to develop an organization that could exploit the important technological innovation to resolve social and environmental problems, avoiding that the same technologies damage society.</p>
Reference Books	Specific instructional materials (slides and papers) will be provided during the course.
Teaching Methods	Asynchronous and face-to-face teaching will be complemented by case studies, one main project work, scientific paper discussions and interviews with professional experts. Students' participation during lectures is strongly encouraged.
Assessment	Students' performance will be evaluated by means of a continuous assessment and a project work. By continuous assessment we mean that students' work will be evaluated throughout the semester based on their participation and reaction to asynchronous activities, as well as on individual tests regarding specific assignments. Furthermore, students' overall assessment will integrate the evaluation of a team-based project work regarding a real problem.