COURSE DETAIL

NEW PRODUCT DEVELOPMENT & OPEN INNOVATION
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 147
UCEAP Course Suffix
UCEAP Official Title NEW PRODUCT DEVELOPMENT & OPEN INNOVATION
UCEAP Transcript Title PROD DVLPMNT&INNOV
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

The course focuses on the new product development process as a complex inter-functional management topic, which requires strategic initiative, aligned organizational solutions and appropriate supporting methodologies. Collaborative innovation is presented in order to discuss the potentialities of the involvement of external players in the innovation process, also thanks to the opportunities offered by internet-based technologies. Despite the increasing relevance of innovation strategies and new product development, few companies seem to have mastered their ability to identify, create, and exploit opportunities for innovation on a systematic basis. Crafting and delivering a new product is not an easy and intuitive process, but the result of a set of structured and organized practices. This course explores these practices and exploits the tools and techniques that can be used to this purpose. The New Product Development and Open Innovation course is organized in two main parts. The first provides a set of integrated frameworks and tools to effectively design and manage the strategies, processes, and techniques for innovation. It provides the conceptual tools to understand the nature and characteristics of different types of innovation, as well as practical insights on how to design and manage a new product development process. The second part of the course is focused on how digital environments can help companies to open their boundaries and pursue processes of open and collaborative innovation, involving several external partners in their new product development activities. Special attention is paid to the role of users in enhancing innovation and to ad-hoc mechanisms supporting their active involvement, among which user communities, virtual knowledge brokers, and Open Source Systems.

Language(s) of Instruction
English

Host Institution Course Number
30222

Host Institution Course Title
NEW PRODUCT DEVELOPMENT & OPEN INNOVATION

Host Institution Course Details
https://didattica.unibocconi.eu/ts/tsn_anteprima.php?cod_ins=30222&anno=2022&or...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management & Technology

Course Last Reviewed
2021-2022

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