

COURSE DETAIL

TECHNOLOGY AND INNOVATION MANAGEMENT

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

141

UCEAP Course Suffix**UCEAP Official Title**

TECHNOLOGY AND INNOVATION MANAGEMENT

UCEAP Transcript Title

TECH & INNOV MGMT

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course equips students with the tools and the knowledge required to understand, analyze, and manage the creation, development, and exploitation of innovation within companies. The course consists of three parts. Part one discusses industry dynamics of technological innovation, topics include sources of innovation, types and patterns of innovation, S-curves and diffusion of innovation, and network effects and platform markets. Part two discusses technology commercialization strategy and protection, topics include profiting from innovation; protecting innovation through Patents; and Trademarks, Copyrights, and trade secrets. The third part of the course discusses managing the innovation process, topics include selecting innovation projects, managing the R&D portfolio, organizing for innovation, managing new product development teams, and managing the new product development process.

Language(s) of Instruction

English

Host Institution Course Number

30154

Host Institution Course Title

TECHNOLOGY AND INNOVATION MANAGEMENT

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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