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 Course Details
https://didattica.unibocconi.eu/ts/tsn_anteprima.php?IdPag=6164&anno=2023&cod_i...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

Course Last Reviewed
2022-2023

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