

## Economics of Innovation

### Detailed class schedule

#### Week 1

##### **Class 1 – EoI 1 - Overview on Innovation (1)**

Slides n. 1 & Chapter 1 – Innovation, what it is and why it matters

Watch: <https://www.youtube.com/watch?v=ZRxAIiN-KbI>

##### **Class 2 – EoI 1 - Overview on Innovation (2)**

Slides n. 1 & Chapter 2 – Managing innovation as a core business

Reading 1: The Innovation Value Chain

#### Week 2

##### **Class 3 – EoI 2 - Building an innovative organization (1)**

Slides n. 2 & Chapter 4 – Developing an innovation strategy

Watch: <https://www.youtube.com/watch?v=qxmookUeLJc>

##### **Class 4 – EoI 2 - Building an innovative organization (2)**

Slides n. 2 & Chapter 5 – Building the innovative organization

Reading 2: Blue Ocean strategy

#### Week 3

##### **Class 5 - EoI3 - Search strategies for innovation**

Slides n. 3 & Chapter 7 – Search strategies for innovation

Optional Watch: Coursera/Rotterdam Univ. Innovation Mgmt – 1-Introduction

##### **Class 6 - EoI3 - Search strategies for innovation**

Slides n. 3 & Chapter 8 – Innovation networks

Optional Watch: Coursera/Rotterdam Univ. Innovation Mgmt – 2-The adoption of innovations

## Week 4

### **Class 7 – EoI 4 - Moving innovation forward (1)**

Slides n. 4 & Chapter 9 – Decision making under uncertainty

Optional Watch: Coursera/Rotterdam Univ. Innovation Mgmt – 3-Creativity

### **Class 8 – EoI 4 - Moving innovation forward (2)**

Slides n. 4 & Chapter 10 – Creating new products & services

Optional Watch: Coursera/Rotterdam Univ. Innovation Mgmt – 4-Idea Management

## Week 5

### **Class 9 – EoI 5 - Digital transformation strategy (1)**

Slides n. 5

Reading 3: Internet and the digital strategy

### **Class 10 – EoI 5 - Digital transformation strategy (2)**

Slides n. 5

Readings 4: IBM, MIT/Capgemini , McKinsey and Accenture reports  
(only the general ideas)

## Week 6

### **Class 11 – Discussion on What's surprising in Innovation Management?**

Discussion on surprising issues you found

### **Class 12 – Discussion on rules vs. creativity in Innovation Mgmt**

Discussion based on the Coursera/Rotterdam Univ. course