

Economics of Innovation

Exam rules

Attending students

40% Individual assignment

40% Written test (4 questions – 50 minutes) from the slides/readings (*)

20% Nautilus module

Non attending students

100% written test (6 questions – 75 minutes) on the textbook, the slides and related readings (*)

(*) Possibility to ask for two short extra questions on the MOOC and get up to 2 additional points

Sample test

Question 1 – Overview on Innovation Management

Discuss the threat of new entrants according to the “five competitive forces model”

Question 2 – Building an Innovative Organization and Search strategies

Describe what is a “disruptive” innovation

Question 3 – Moving innovation forward

Comment on “Brainstorming” and its principles

Question 4 - Digital strategy

Comment on the “How” of a digital transformation strategy

Optionals questions on the MOOC:

- Describe the elements that, according to Amabile, make people creative
- Define what is Portfolio Management

To make a true test on the actual system, go to

<https://esamionline.uniroma2.it/?lang=en>

And follow the steps of the attached presentation “Guidelines exams in Moodle”