

Management of Innovation Written test - a.y. 2022/23

Attending students (4 questions – 60 minutes)

Representing 50% of the final evaluation

Question 1 – Overview on Innovation Management

Highlight the characteristics and the importance of incremental innovation

Question 2 – Building an Innovative Organization and Search strategies

Describe what is a “disruptive” innovation

Question 3 – Moving innovation forward

Describe what is a business model

Question 4 – Sustainable innovation

Explain what the Circular Economy Framework is and discuss its characteristics

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Non attending students (6 questions – 90 minutes)*

Representing 100% of the final evaluation (including questions 5 and 6 on the textbook)

Question 1 – Overview on Innovation Management

Describe the major steps in the innovation value chain

Question 2 – Building an Innovative Organization and Search strategies

Describe what is “Open Innovation”

Question 3 – Moving innovation forward

Describe alternative approaches to project selection

Question 4 – Sustainable innovation

Explain and discuss three main aspects of sustainable innovation management: complexity (tensions), externalities (positive and negative) and rebound effects

Question 5 – Building the Innovative Organization OR Developing an Innovation Strategy

Describe the Dynamic Capabilities of Firms and present how they can be a cornerstone in an innovation strategy

Question 6 – Innovation Networks OR Decision Making Under Uncertainty

Describe how to meet the challenge of uncertainty and how to manage the funnel of uncertainty

* In case a non attending student has taken part to the OBCD activities, the written test on 6 questions will weight 50% of the final mark