



Course Description

The course explains what innovation mean and how companies are managing the innovation process. The course provides an overview of the basic innovation management frameworks and then focus on the analysis of the business model innovation and on the role of IT and sustainability in driving innovation.

The innovation management concepts are put in practice with the support of a practice-based innovation management comprehensive model.

The focus of this course is on developing pragmatic and action-oriented analytical skills supported by a mix of innovation management standard framework coupled with illustrative cases and managerial tools.

The objectives of the course are:

- to develop an understanding of the innovation management process;
- to understand and apply the analytical tools and lenses used by managers for moving innovation projects throughout the organization into the market;
- to understand how and why innovation decisions are taken;
- to assess the role of sustainability as a driver of innovation
- to reflect on how sustainability goals are shaping innovation processes.

Learning Objectives

Knowledge and Understanding

Know the basics concepts of innovation management and understand the different elements required in order to successfully implement innovation within organization. Know the role of sustainability as driver of innovation.

Applying Knowledge and Understanding

Understand the basics concept of innovation management and follow all the main steps for managing an innovation process through a structured Design Thinking approach.

Making Judgments

Understand how and why the innovation process is managed and apply judgement in the business cases analysis using a practice-based framework.

Communication Skills

Summarize and present an innovation plan

Learning Skills

Analysing critically innovation projects and discuss the key steps in their implementation path

Teaching Method

Academic classes based on textbook & articles, plus simulations and web materials. Case studies will be discussed for going closer to practice

Schedule of Topics

Topic 1	Key issues in innovation management process
Topic 2	Develop an innovation strategy framework
Topic 3	Understand Business Model Innovation
Topic 4	Design Thinking
Topic 5	Agile project Management
Topic 6	Sustainability and the Circular Economy as drivers of innovation
Topic 7	Innovation for sustainability
Topic 8	Sustainable business model innovation
Topic 9	Sustainable innovation strategies: Group work I
Topic 10	Sustainable innovation strategies: Group work II

Topics 1-5 are taught by Prof. Corrado Cerruti and topics 6-10 are taught by Prof. Natalia Marzia Gusmerotti.

Textbook and Materials

Attending students are required to study the slides and selected readings (available on the course webpage)

Non-attending students, in addition to slides and selected readings, have to prepare four chapters of the textbook: J. Tidd, and J. Bessant, *Managing Innovation. Integrating Technological, Market and Organizational Change*, John Wiley & Sons Ltd, 2018 (6th edition), namely

3. Building the Innovative Organization
4. Developing an Innovation Strategy
7. Innovation Networks
8. Decision Making Under Uncertainty

Assessment

The assessment is looking both at the knowledge of the theoretical models and at the capability to use these models to analyse the business cases.

For attending students, the assessment is based on:

- a written test made of four open questions from the slides and the readings (80% of the final mark)
- a group assignment on innovation for sustainability - class assignment (20% of the final mark)

In case the class will have the chance to participate to an international competition on sustainable innovation, such a participation will be weighted 40% of the overall grade (meaning the written test will weight 40%).

For non-attending students, the assessment is based on:

- a written test made of six open questions (100% of the final mark). Three questions will be on the textbook and two questions from the readings.

In case students doing the group assignments **do not reach the 80% attendance in class** as required to be full attending student, they will maintain their evaluation as to the assignments while but will have to take the written test as a non-attending student (meaning programme six questions on an extended programme) and such a written test will weight 80%.

In case the class will have the chance to participate to an international competition on sustainable innovation, such a participation will be weighted 40% of the overall grade (meaning the written test will weight 40%).

Office hours

On demand – to be booked by e-mail

E-mail

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NOTE: If you are an **Erasmus or a non Global Governance student** who would like to attend one or more courses in the Global Governance programme, please be aware that, **before enrolling in the course**, you should have read the code of conduct and the procedural rules characterizing our programme. We assume that, if you enrol in the course, **you have read and accepted all Global Governance values and rules**. Notice that attendance is required from the very first lesson and you need to attend at least 80% of the course to be considered an attending student.

Description of the methods and criteria for testing learning

The examination assesses the student's overall preparation, ability to integrate the knowledge of the different parts of the program, consequentiality of reasoning, analytical ability and clarity of presentation, in accordance with the Dublin descriptors (1. knowledge and understanding; 2. applying knowledge and understanding; 3. making judgements; 4. learning skills; 5. communication skills).

The examination will be graded according to the following criteria:

Unsuitable: important deficiencies and/or inaccuracies in the knowledge and understanding of the topics; the topics are exposed in an incoherent manner and with inappropriate language.

18-20: barely sufficient knowledge and understanding of most of the topics, with some missing items; sufficient capacity for analysis; the topics are sometimes exposed in an inconsistent manner and with inappropriate/technical language;

21-23: basic knowledge and understanding of most of the topics; ability to analyze and synthesize correctly with sufficiently coherent logical argumentation, with possibly some inaccuracy in the technical language.

24-26: good knowledge and understanding of most of the topics; good analytical and synthetic skills with rigorously expressed arguments, though with possibly a few inaccuracies in the technical language.

27-29: complete knowledge and understanding of the topics; good capacity for analysis and synthesis. Arguments presented in a rigorous manner and with appropriate/technical language, with only minor inaccuracies.

30-30L: very good level of knowledge and thorough understanding of topics. Excellent analytical and synthetic skills and independent judgement. Arguments expressed in an original manner and in appropriate technical language.
