

FACULTY: **ECONOMICS**

DEGREE COURSE: **ECONOMICS**

MASTER DEGREE: **ECONOMICS**

SUBJECT: INNOVATION MANAGEMENT

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OBJECTIVES

This course deals with the analysis of the innovation management procedure. It aims to provide students the analytic and knowledge instruments to manage economic enterprises in the current global high competing market, with an in-depth analysis of the new global market features and by valorising the entrepreneurial excellence. The items object of analysis during the course will bring students to better understand how economic enterprises approach the new features of the global market in order to achieve the capacity to understand the most relevant aspects of the strategic management and communication. The strategies of innovation and globalization of economic enterprises are analysed in order to allow a better understanding of the current and future development of the international markets.

CONTENTS

- 1 Entrepreneurial activities, globalization and innovation with respect to the organization and strategy of the enterprises
2. Trends and future development of emerging markets
3. Innovation management
4. Analysis of the Innovation in the market strategy of the enterprises
5. Analysis of the CRM (customer relationship management)
 1. Development in the evaluation of enterprise value
- 7 Analysis of resources and skills for the strategic management of enterprise

ASSESSMENT

Written exam: multiple choice and open questions

RECOMMENDED TEXTBOOKS

- Schilling M.A., "Strategic Management of Technological Innovation", McGraw-Hill, 2012