Syllabus

Course Description

Course Title	Management and Design
Course Code	25574
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Master in Entrepreneurship and Innovation
Other Degree Courses (Loaned)	
Lecturers	Course not offered,
Teaching Assistant	
Semester	First semester
Course Year/s	2
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The course defines an emerging area that connects the management field to the theory and practice of design, particularly concerning the design and management of innovative and complex projects. The course content connects Management and design through three main articulations: First, exploring design firms from a business perspective. Second, approaching the management of complex projects that organizations face, through the perspective offered by the design theory. Third, elaborating a critical reasoning on design thinking, which is often referred to as a selection of methods for generating creative and original solutions. In each articulation, scientific literature from both domains, Management and Design, as well as professional experience, will be mutually

	integrated through the contribution of guest lectures.
Course Topics	
Keywords	
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	
Specific Educational Objectives and Learning Outcomes	Knowledge and understanding The student acquires advanced knowledge and understanding of models for new product development and innovation management within companies. I/we acquire advanced knowledge and understanding of business analysis tools and solutions for the development of innovations and organisational knowledge I/we acquire advanced knowledge and understanding of innovation economics models and systems for regional innovation development The student acquires knowledge of quantitative models for the formulation of forecasts necessary to guide management decisions and to predict the life cycle of a product and a sector Ability to apply knowledge and understanding ability to acquire and select relevant information to frame cases of innovation (product, service, social, managerial organisational), also different from the contexts studied ability to select product development models, suitable to appropriately analyse a specific economic-productive context ability to classify, analyse specific innovations and assess their potential ability to select innovation management and organisational knowledge development models, suitable for a specific economic-social-productive context, such as digital transformation, resilience and sustainability ability to select the tools for innovation management and organisational knowledge development, consistent with the models deemed appropriate ability to propose and implement strategic and operational courses of action to foster the development of innovation by a company

	ability to assess the potential of an innovation within existing enterprises, with respect to the creation of a new enterprise (e.g. intrapreneurship, open innovation, etc.). Autonomy of judgement Acquire the ability to analyse complex entrepreneurial issues, such as the elaboration and evaluation of a business project (business plan) or the development of a new product. Acquire the ability to make predictions, such as analysing the future consequences of entrepreneurial, managerial and operational choices. Autonomy of judgement is developed in the training activities carried out for the preparation of the thesis, as well as in the exercises that accompany the lectures and that involve group discussions and the comparison of individual analyses carried out by students in preparation for the lecture. Communication skills Acquire the ability to describe and communicate in an intercultural context, in a clear and precise manner, problematic situations typical of the management of a new enterprise and the development of innovation, such as, for example, the conditions for the validation of a problem or solution, the prospects and risks associated with a business model or an innovation project. The development of communication competences assumes heterogeneous situations such as, for example, the presence of internal stakeholders (e.g. colleagues, managers, owners), or external stakeholders (e.g. potential investors, suppliers and other business partners) and the ability to sustain an adversarial process. The achievement of these objectives is assessed in the course of the training activities already mentioned, as well as in the discussion of the final thesis. Learning ability Acquire the ability to study independently, to prepare summaries. Acquire the ability to identify thematic connections and to establish relationships between different cases and contexts of analysis Acquire the ability to frame a new problem systematically and to generate appropriate taxonomies. Acquire the ability to develop general models from the phenomena

	studied.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	
Evaluation Criteria	
Required Readings	
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	