

# Syllabus

## *Descrizione corso*

<b>Titolo insegnamento</b>	Project LAB - Corporate Innovation
<b>Codice insegnamento</b>	25576
<b>Titolo aggiuntivo</b>	
<b>Settore Scientifico-Disciplinare</b>	NN
<b>Lingua</b>	Inglese
<b>Corso di Studio</b>	Corso di laurea magistrale in Imprenditorialità e Innovazione
<b>Altri Corsi di Studio (mutuati)</b>	
<b>Docenti</b>	prof. Alessandro Narduzzo, Alessandro.Narduzzo@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5125">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5125</a>
<b>Assistente</b>	
<b>Semestre</b>	Secondo semestre
<b>Anno/i di corso</b>	2
<b>CFU</b>	6
<b>Ore didattica frontale</b>	36
<b>Ore di laboratorio</b>	6
<b>Ore di studio individuale</b>	-
<b>Ore di ricevimento previste</b>	18
<b>Sintesi contenuti</b>	<p>The Corporate Innovation Lab (CIL) aims to boost early-stage (or dormant) innovation projects proposed by a business partner by adopting an entrepreneurial logic. Through this Lab, the innovation projects proposed by business partners are significantly pushed forward to a stage that allows the company to evaluate them regarding business opportunities.</p> <p>This path of acceleration involves the following steps: Problem validation, Observation and analysis of users' needs, Exploration of multiple value propositions, Prototyping, Solution validation,</p>

	Competition and Market Analysis, Business Modelling, Financial analysis, and Pitching the solution to the business partner.
<b>Argomenti dell'insegnamento</b>	<p>Design and management of innovation projects in organizational context, covering a range of the following topics:</p> <ul style="list-style-type: none"> <li>• Problem understanding and validation</li> <li>• Opportunity validation</li> <li>• Value propositions generation</li> <li>• Prototyping</li> <li>• Business Modelling</li> <li>• Financial analysis</li> <li>• Pitching innovation projects</li> </ul>
<b>Parole chiave</b>	Project-based learning, Open innovation, Experiential learning, Problem validation, Solution validation. Prototyping.
<b>Prerequisiti</b>	
<b>Insegnamenti propedeutici</b>	
<b>Modalità di insegnamento</b>	This project-based course consists of a mix of lectures, students presentations on deliverables, output revisions at various milestones. Parallel to the project's development, specific sessions are dedicated to reflecting on the process from a problem-solving perspective.
<b>Obbligo di frequenza</b>	75% mandatory presence
<b>Obiettivi formativi specifici e risultati di apprendimento attesi</b>	
<b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b>	
<b>Modalità di esame</b>	<p>The assessment is based on three major components:</p> <ol style="list-style-type: none"> <li>1. Project work (written): written group project reports defined at the beginning of the course</li> <li>2. Oral presentations of the project work, at various steps</li> <li>3. Final individual reflection paper.</li> </ol> <p>The final evaluation is formed on the following elements:</p> <p>50% based on individual evaluations:</p> <ul style="list-style-type: none"> <li>• 20% active contribution to project development</li> <li>• 30% final individual reflection paper</li> </ul>

	<p>50% based on group evaluations:</p> <ul style="list-style-type: none"> <li>• Reports and presentations due for the course milestones</li> </ul> <p>The presence and participation at the lectures are obligatory; there is no assessment for non-attending students.</p> <p>Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that timeframe.</p>
<b>Criteri di valutazione</b>	<p>Active contribution to the project development and deliverables (i.e., written reports and oral presentations) related to project milestones, activities, and final individual reflection paper.</p> <p>Criteria for active contribution:</p> <ul style="list-style-type: none"> <li>• task completion within the deadlines</li> <li>• progress in integrating new content</li> <li>• ability to evaluate the state of the project</li> </ul> <p>Criteria for written reports:</p> <ul style="list-style-type: none"> <li>• clarity of expression</li> <li>• logic and coherence (in terms of structure and arguments)</li> <li>• integration of the various topics</li> <li>• establish logical relationships between sub-topics</li> </ul> <p>Criteria for the reflection paper:</p> <ul style="list-style-type: none"> <li>• relevance and precise formulation of the selected experience</li> <li>• logical and coherent articulation of the argumentations</li> <li>• relevance and completeness of the selected theory</li> <li>• relevance and coherence of the learned lessons</li> </ul> <p>Criteria for oral presentation:</p> <ul style="list-style-type: none"> <li>• clarity of expression</li> <li>• logic and coherence (in terms of structure and arguments)</li> <li>• conveying key messages in a reduced format</li> <li>• mastery of key concepts</li> <li>• attention-getting</li> </ul>
<b>Bibliografia obbligatoria</b>	<p>Banfield, R., Lombardo, C. T., &amp; Wax, T. (2015). <i>Design sprint: A practical guidebook for building great digital products</i>. O'Reilly Media.</p>

	<p>Bland, D. J., &amp; Osterwalder, A. (2019). <i>Testing business ideas: A field guide for rapid experimentation</i>. John Wiley &amp; Sons.</p> <p>Knapp, J., Zeratsky, J., &amp; Kowitz, B. (2016). <i>Sprint: How to solve big problems and test new ideas in just five days</i>. Simon &amp; Schuster.</p> <p>Olsen, D. (2015). <i>The lean product playbook: How to innovate with minimum viable products and rapid customer feedback</i>. Wiley.</p> <p>Osterwalder, A., Pigneur, Y., Bernarda, G., &amp; Smith, A. (2014). <i>Value proposition design: How to create products &amp; services customers want</i>. Wiley.</p> <p>Patton, J. (2014). <i>User story mapping: Discover the whole story, build the right product</i>. O'Reilly Media.</p> <p>Thomke, S. H. (2020). <i>Experimentation works: The surprising power of business experiments</i>. Harvard Business Review Press.</p>
<b>Bibliografia facoltativa</b>	
<b>Altre informazioni</b>	
<b>Obiettivi di Sviluppo Sostenibile (SDGs)</b>	Partnership per gli obiettivi, Innovazione e infrastrutture