



PROGRAM: L-20 Innovative technologies for digital communication

MODULE: Entrepreneurship and Innovation

ECTS: 6

YEAR RUNNING: Third Year

LECTURER: Pasquale Sasso

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CONSULTATION TIME: Prof. Pasquale Sasso is available for students' consultation after class. It is possible, in any case, to arrange ad hoc appointments by sending an e-mail.

LEARNING AND SKILLS OUTCOMES:

1. Knowledge and understanding: The aim of the course is to provide the student with a full awareness of managerial theory and a set of cognitive assets to support managerial processes in the public and private sector. The course provides theoretical knowledge and analytical tools to identify and exploit entrepreneurial opportunities for innovation, change management and organizational transformation.
2. Applied knowledge and understanding: the course favors an educational path focused on the assessment of specific managerial issues and the implementation of innovative strategies for organizations belonging to the digital world. The course promotes the development of the ability to identify and develop new business projects in the context of innovation.
3. Critical thinking: the course promotes the development of problem solving and team working skills thanks to the development of group work, to deal with real scenario situations. These activities will allow students to capture market opportunities, interpreting the management of companies and applying tools for analyzing the evolution of the competitive environment and innovation, in which organizations operate.
4. Communication skills: the course promotes the acquisition of critical analysis and communication skills to interpret phenomena of technological evolution and innovative scenarios, to adapt the business model to market opportunities.

5. Ability to learn: the course intends to foster the ability to recognize and decline entrepreneurship models in the light of innovative contexts, through the resolution of case studies, guided exercises and testimonials from the professional and business world.

SYLLABUS AND TIMELINE:

1. Basic elements of public and private management
2. From mission to strategic planning of public and private organizations
3. Smart Manufacturing
4. Entrepreneurship e Innovation Management
5. Design Thinking
6. Market-driven management
7. Business Intelligence
8. Business Modelling
9. Strategic Planning
10. Business Plan

SUGGESTED PRE-REQUISITE QUALIFICATIONS: None

METHOD OF ASSESSMENT: oral exam.

ASSESSMENT CRITERIA: Supplementary activities are provided during the module (e.g., project work, business game, etc.) which, if passed successfully, entitle the student to an additional mark, to be added to the final oral examination grade.

MARKING CRITERIA:

1. Class participation: Originality and novelty will be awarded.
2. One mid-term exam: Originality and novelty will be awarded.
3. Final exam: Originality and novelty will be awarded.

READING LIST:

- Kearney, C., Hisrich, R. D. (2013). *Managing Innovation and Entrepreneurship*. Stati Uniti: SAGE Publications.
- Robbins S., Mary Coulter M., De Cenzo D., *Fundamentals of Management*, Global Edition, 2019.
- Christensen T., Lægveid P., Røvik K.A., *Organization Theory and the Public Sector: Instrument, Culture and Myth*, 2nd Edition, Routledge, 2020.