

Corso: **BUSINESS INNOVATION**

Docente: **PROF. EMILIO BELLINI**

Semestre: **1°**

Lingua di erogazione: **INGLESE**

N° max studenti ammessi: **40 DESIGN + 5 ERASMUS**

Modalità d'esame per non frequentanti: **SI**

Note: **/**

Prodotto	Interni	Comunicazione	Fashion	D&E	PSSD
✓	✓	✓	✓	x	x

BUSINESS INNOVATION

The course aims at providing the models and methods for managing innovation. The course focuses first on Innovation (and specifically technological innovation) as a source of competitive advantage, therefore aims at providing capabilities for developing innovation strategies. Next, it focuses on product and service innovation and illustrates models and methods for managing the product-service development process. The methodology is based on lecturing, teamwork and case studies.

- **Part 1 – Innovation Strategy and Innovation Process:**

Innovation and competitive advantage; approaches to innovation: technology push, market pull (user centered design), design push (design-driven innovation) innovating business models, design-driven process and the Interpreters, organizing the new service-product development process.

- **Part 2 – New Service Concept Development:**

Concept Statement; R&D, Ideas and New Concepts; Lead User Analysis.

- **Part 3 – Project Work:**

Designing New Meanings of Services.

CRITERI E MODALITA' DI VALUTAZIONE

- Class participation and project presentation marks will be kept valid until last a.a. session (February 2017)
- Other Information For No Class-based Students (Single Project Work)
- Evaluation:
 - A) Project presentation: 30% of the final mark
 - Students need to define with professor a proposal/request of Project Work on development of a concept for new services/new products.
 - Evaluation of Project will be based on quality of project delivery:
 - Completeness, Correctness, Creativity
 - Written presentation
 - B) Final exam: 70% of the final mark
 - Written Test and Oral discussion of course subjects and project delivery