# Innovation and R&D Management

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

Building on strategic management, innovation, technology, and entrepreneurship literature, this course aims to provide students with a T-shaped knowledge that embraces firms’ innovation processes with both breadth and depth perspectives. More concretely, the main *objectives* of this course are:

* To provide an overview of the main theoretical frameworks and analytical tools needed to disentangle the key managerial concerns behind innovation and R&D management, their relationship with the operating environment, and their overall impact on firm’s organization and performance;
* Equip participants with the ability to analyze and critically discuss the main issues and themes in the field of innovation and R&D management.
* To provide students with the basics of strategic management and the necessary strategic tools needed from strategy formulation to strategy implementation.
* To encourage a holistic understanding of innovations in their conceptual typology and operationalization.
* To introduce the process of new product development from leadership and marketing lens.
* To familiarize students with social innovations and prepare them to build social business projects.

In terms of *learning outcomes*, upon successful completion of this course students will be able to:

* Demonstrate knowledge and understanding of the theoretical frameworks for the study and analysis of the sources, types, patterns, and management of innovation;
* Analyze and critically discuss the main issues in innovation and R&D management in the light of business case studies;
* Display abilities in gathering and interpreting relevant data to connect key issues for innovation management at the individual, organizational, and environmental level;
* Discuss information, ideas, problems, and solutions in the field of innovation and R&D management;
* Undertake further studies to tackle more advanced innovation and R&D management topics.
* Know how to communicate information, ideas, problems and solutions to specialist and non-specialist interlocutors;
* Have developed the learning skills necessary for them to undertake subsequent studies with a high degree of autonomy.

***COURSE CONTENT***

Introducing the course

Sources of Innovation

Types and Patterns of Innovation

Standards Battles, Modularity, and Platform Competition

Timing of Entry

Defining the Organization’s Strategic Direction

Global Strategy and Innovation: SMEs challenges

Choosing Innovation Projects

Collaboration Strategies

Protecting Innovation

Organizing for Innovation

Managing the New Product Development Process

Managing New Product Development Teams

Crafting a Deployment Strategy

Social Businesses and Social Innovations

***READING LIST***

Core literature:

Schilling, M. A. (2023). *Strategic Management of Technological Innovation, 7th ed.* New York, USA: McGraw Hill.

Additional literature:

Trott, P. (2021). Innovation Management and New Product Development, 7th ed. Harlow, UK: Pearson.

Other readings:

Handouts prepared by the course instructors, and other presentations deemed appropriate for this course.

*NB: Both core and additional readings can be part of the examination.*

***TEACHING METHOD***

The teaching methodology and pedagogy are multidisciplinary and rely on the principle of value co-creation, where both students and the instructor are active learners and knowledge disseminators. The classical theoretical part is integrated with the practical one. The later includes case studies, teamwork exercises, self assessment and “meaning catch-out” (including articles, videos, etc). The method will be characterized by both frontal teaching – involving a lecturer’s introduction of the main topic(s) through an illustration of the content of the textbook; and active learning – involving practical students’ engagement in the analysis and discussion of case studies, companies’ testimonials, simulations or games. It is expected that attending students will be engaged in individual and/or group work out of the class. In-class partecipation will be taken in great consideration during assessment.

***ASSESSMENT METHOD AND CRITERIA***

The course will be assessed through the following components:

A group project and presentation on a given topic/paper(s) assigned during class (40% of the final grade);

An individual written exam (60% of the final grade) based on multiple choice questions and/or other possible examination components such as open-ended questions, key concepts definition, mini case studies for analysis, etc. The exam will cover the content of the course pack material (lectures, slides, book and additional readings).

***NOTES AND PREREQUISITES***

There are no specific prerequisites for this course.

*Office Hours*

The lecturer receives students during each lesson’s break, at the end of the lesson, and following an emailed appointment request.