

Major

Innovation Management

The Major **Innovation Management** aims to provide students with the competences required to design, develop, test, and implement innovation projects for mastering emerging technological trends and seizing new business opportunities. The mandatory course of “Economics of Innovation and New Technology” provides students with the **fundamental analytical skills of economic analysis**. The students then choose two courses out of six in the areas of agile project management, intellectual property management, corporate finance, product lifecycle management, digital business and design thinking.

Innovation in Action Lab (ING-IND/17 and 35)	10
Economics of Innovation and New Technologies (ING-IND/35)	5
Agile Project Management (ING-IND/17) Patents and Intellectual Property Management (ING-IND/35) Product Life Cycle Management (ING IND/17) Corporate Finance (ING-IND/35) Digital Business (ING-IND/17) Design Thinking for Business (ING-IND/35)	10



Laboratory

Innovation in Action Lab

Expected Learning Outcomes

Participants will learn to:

- Use sharp economic analysis to predict how new technologies will impact the future competitive arena.
- Master data analytic skills to support decision-making in R&D or in the exploration and scouting of market trends
- Design, develop, test and execute a fully-fledged innovation project
- Generate new practical, innovative and reliable solutions for company business issue
- Act as a professional intrapreneur or innovation consultant by practicing self-disciplined creativity, analytical thought, leadership and group-work

Learning Experience

The lab challenges the students to move from learning to action and accomplish a real-life company project, such as:

Outline the patent and IP strategy of a new product; Design a new digital service; Scout, among a pool of new technologies, the one more suitable to the delivery/production process of a company;

Support the R&D unit to design and launch a new product or service; Design and organize a call for ideas.

Each team of 2-3 students is tasked with an innovation challenge assigned by a company. The students work at the company's premises and report on a weekly basis. The work involves approximately 250 hours (1-3 days a week for about 15 weeks) from March to June or September.

The final outcome is presented to the partner company. The assessment is based on reaching the goals and assigned jointly by the company and the academic tutor. All students should also attend a series of personal development workshops aimed at supporting soft skills.

Professors

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Examples of involved companies

Banca Mediolanum, Comau, De Nora, Overit, Liquigas, Ingersol Rand, Generali, Microsoft