

Entrepreneurship, Innovation and Business Management

Gabriele Giorgi

Semester: 1 semester

Scientific sector: MPSI/06

Credits: 6 ECTS

Total lesson hours: 48 hours

modular: No

LEARNING OBJECTIVES

The course covers corporate, operations and human resources management giving students an overview of how companies are often structures, how they operate and manage competitiveness and how human resources function. In addition, addresses project management, a multidisciplinary skill used to implement most of the changes, innovations and advancements in companies, by taking students through a concrete project experience. Indeed the course uses Workshops (Managerial labs) that deal with projects and requests from companies and develop original proposals through team work

COURSE DESCRIPTION

Economics and Management of Innovation, Psychology of innovation – Relational Marketing- Entrepreneurship and strategies for growth – Organizational psychology, Start-up companies strategies – networking - business psychology -change capacity of organizations

Teaching method: in presence

Exam method: oral

Office hours : after the lectures

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RECOMMENDED TEXT

Selected papers and books

Drucker P. (2006) **Innovation and Entrepreneurship. Practice and Principles.** HarperBusiness;

for students not attending

Cubico, S., Favretto, G., Leitão, J., Cantner, U. (2018) *Entrepreneurship and the Industry Life Cycle The Changing Role of Human Capital and Competences.* Springer