



UNIVERSITÀ DEGLI STUDI
DI TRENTO

Dipartimento di Dipartimento di Ingegneria e Scienza dell'Informazione Academic year 2013/2014

Economics and Management [145290]

No class division

Study course Computer Science
Regulation Ordinamento 2011
Curriculum standard

Lecturers: MATTEO SALVATORE BONIFACIO, MATTEO SALVATORE BONIFACIO

Hours amount: 48

Period: First semester

Credits: 6

Fields: SECS-P/07, SECS-P/07

Formative aims

The goal of the class is to provide some basic economic and social concepts that will be used to explore and focus on the domain of innovation and entrepreneurship, from a business and research perspective, including their interaction and their interaction with the overall environment. A strong focus will be placed on the role of innovation and entrepreneurship on current and future socio-economic challenges. Also emphasis will be given to a critical view of the myths and mythologies of economics and innovation.

Prerequisites

Basic economic concepts and experience in European projects or in business environments are an asset. The course will be held in English unless all students have a proper knowledge of Italian.

Course programme

The course will address the following topics (not necessarily in this order):

- Basics concepts in economic and social sciences
- What shall we intend for technology
- Reading organizations and network of organizations as knowledge systems
- The changing role of innovation and entrepreneurship in time
- Different views and approaches to innovation: from the linear to the open model
- Alternative perspectives on innovation and entrepreneurship and critical views
- The role of the scientist and of the entrepreneur in the innovation process
- The European Innovation landscape: institutions, strategies, programmes and instruments
- How to address Europe to ideate and propose innovation projects
- Possible future scenarios

Teaching methods

The course will require and prize active participation in class and group works. These can take the form of games and confrontations on major "technological wars" and scientific discoveries and failures. Those attending the course engaging in group works will be able to reach 50% of their final score according to their team performance (which concludes with a short paper per group) and a written exam without any case study related question. Those not attending the course will have to prepare the case studies delivered by the group works and complete their preparation with concepts addressed in the class but not necessarily in the readings. The course will rely on a qualitative rather than quantitative approach.

Learning assessment method

The exam will be in written form. A first part will be composed of check box questions. If the minimum number of check box questions is reached, the exam will continue with three open questions, each scoring 10 points. Those



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that attended the class and engaged in group work will be exempted by the case study question. Attendance implies a maximum of six absences, and random verification of presence will be used. Questions will be based on selected readings, group work results, and concepts presented by the teacher. For this reason the class should get organized in taking notes (even on a rotation basis) and to share them with their colleagues.

Reference books

Main text book:

- Open innovation, Henry Chesbrough, Harvard University Press, 2006 (some parts might be excluded)
- Innovation and Entrepreneurship, Peter Drucker, Harper, New York, 1985 (some parts might be excluded)

Selected chapters might be chosen from:

- The myths of innovation, Scott Berkun, O'Reilly, 2010
- The Oxford Handbook of Innovation, Oxford University Press, 2011
- Science in Action, Bruno Latour, Harvard University Press, 1987
- Interop: the Promise and Perils of Highly interconnected systems. John Palfrey and Urs Gasser, Basic Books, 2012

Other articles and / or book chapters might be used. The logic is to provide a guideline of readings but also of adapting readings to the evolution of the class. All reading material that will be selected will be posted in the web-site. When necessary, books or papers will be available for consultation at the copy center.

Further information

The class will be strongly driven by active participation, adopting the logic "no question is wrong". Students are invited to engage in group works actively to increase their learning opportunities. Participation will never have a negative impact on evaluation. On the other hand participation does not mean lack of commitment. An open attitude from the teacher's side should not be confused with lack of seriousness. Students are invited to come to the first class to gather more information and are invited to choose if they want to attend the class. Although the exam of participants and non participants might differ, non participants will by no means be discriminated.

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