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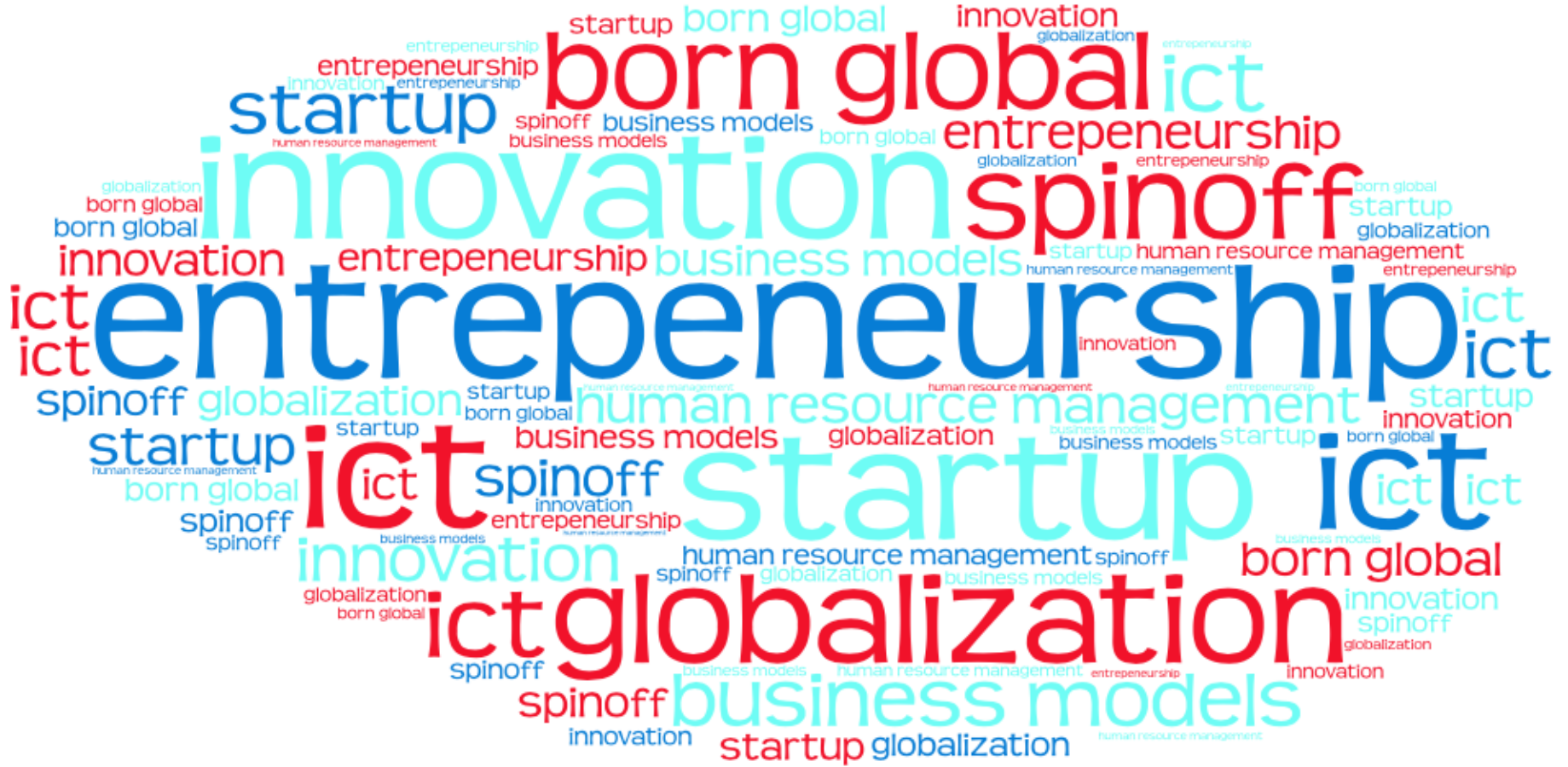
Graduate Program Entrepreneurship & Innovation

2017/2018



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A new global scenario

- **Firms' competitive models** are changed
- Blurring **territorial and industry borders**

Hence

- Firms – also SMEs – are forced to redesign their competitive and collaborative strategies
- New commercial strategies
- New innovation paths
- New organizational solutions



The new scenario

- Has influenced the well-established **dynamics of economic relationships** among countries, regions, and industries
- Has challenged **business models**
- Has pushed the redesign of **management processes** within **firms** and **value chains**
- Has opened new opportunities for **new forms of entrepreneurship**
 - ✓ Start-up, spin-off
 - ✓ New individual entrepreneurial initiatives



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Calling for new jobs:

- Management of innovation processes in the **new technological and business** landscape (firm networks, global value chains)
- Management of **new technological applications** in manufacturing and commercial processes at the international scale (**industry 4.0**)
- Development of **new business areas** within and across firms, aiming at supporting the evolution of business models, organizational processes, and managerial practices based on the new scenario



Managerial careers in manufacturing firms

➤ **Small and Medium-sized Enterprises (SMEs)**

Engaged in paths of growth, internationalization, or strategic innovation

➤ **Large firms**

Engaged in paths of business innovations or growth, through spin-off or the creation of new dedicated business units

Managerial careers in **Knowledge Intensive Business Services (KIBS)**

Engaged in paths of growth, process or managerial innovation

Professional and entrepreneurial careers

➤ In innovative sectors of manufacturing, services, and culture/creative industries



Understanding global phenomena *Comprendere i fenomeni della globalizzazione*

- Integration of multiple perspectives (*interdisciplinary approach*)
 - ✓ Macroeconomics
 - ✓ Innovation
 - ✓ Entrepreneurship

Organization and management of resources and relationships

- Within the **firms**
- Within the **global supply chains**

Apply quantitative and qualitative tools to business decisions

- General ones
 - ✓ Strategy
- Functions and processes
 - ✓ Marketing
 - ✓ Innovation
 - ✓ Human resources



Courses focused on **emerging trends** (economic and business phenomena, scientific debate)

- Such as
 - ✓ **Global Firms & Global Value Chains**

Degree coupling **multiple languages** (managerial, economics, quantitative ones)

- Such as
 - ✓ **Economics and Management of Innovation**
 - ✓ Not only «***Organization Design & Governance of Human Capital***», but also «***Economics of Human Resources***»

Well-established and innovative training models

Frontal lessons, case studies, business events, business visits

Managerial labs

To cope with real projects and needs of firms to be developed through teams and collaborative training activities





I Year 1° semester	CFU	I Year 2° semester	CFU
Economics and Management of Innovation	12	Global Firms & Global Value Chains	12
Corporate Law	6	Economics for Management	12
Management Control and Finance	6	Relational Marketing	6
Foreign Language	2	Statistics for Management	8
	26		38



II Year 1° semester	CFU	II Year 2° semester	CFU
Entrepreneurship and strategies for growth	12	Optional course	12
Service Management	6	Managerial Labs 1	6
Economics of Human Resources	6	Managerial Labs 2	6
Organization Design & Governance of Human Capital	6	Dissertation	14
	30		26



- Knowledge in one or more of the following areas:
 - 18 CFU business administration, economics and business management, corporate finance, corporate organization, financial brokerage economics;
 - 12 CFU in economics, economic policy or public finance;
 - 10 CFU in Mathematics, statistics or econometrics;
 - 6 CFU in private law, public law, commercial law or international law
- Knowledge, competences and skills in the “economic-corporate”, “economic” and “legal” area. More specifically, they must be sufficiently proficient in the following disciplines:
 - Business administration
 - Microeconomics and macroeconomics
 - Economics and business management
 - Corporate organization
 - General Statistics



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