SYLLABUS

Open Innovation Strategies

*From implementation to execution.*

Lecturer

Alberto Di Minin
Create and running research spin-off companies

Duration of the course: Wednesday April 7th 14-18; Thursday April 8th 9-13

Lecturer – Alberto Di Minin

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Lecturer’s short bio

Alberto Di Minin is Full Professor of Strategy (Economia e Gestione delle Imprese) at the Institute of Management - Scuola Superiore Sant’Anna, and Research Fellow with the Berkeley Roundtable on the International Economy (BRIE, University of California Berkeley). Alberto’s research and teaching deal with the appropriability of innovation. In particular, he focuses on open innovation and business model innovation. He also works on technology transfer, intellectual property and R&D management. His latest publications appeared on California Management Review, J. of International Business Studies, R&D Management J., Research Policy. More info available here: www.diminin.it

Course Objective and Schedule

This course will introduce participants to the main concept of Open Innovation. It will identify the main components of an Open Innovation strategy and it will go through the various steps necessary to go from a plan of Open Innovation to an execution of an Open Innovation strategy.

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<tr>
<td>14:00</td>
<td>15:30</td>
<td>Introduction to Open Innovation</td>
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<td>Willingness and proactiveness to change</td>
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<td>Value Appropriation</td>
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<td>11:00</td>
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<td>The Execution Breaks to Open Innovation</td>
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Suggested readings