

# Innovation Management and New Product Development

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## **Instructors:**

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# Textbooks and references

- Schilling M.A., Strategic Management of Technological Innovation, fifth edition, McGraw-Hill International Edition

## Recommended readings:

- Chiesa V., R&D Strategy and Organisation, Imperial College Press, 2001
- Paul Trott, Innovation Management and new Product Development, Prentice Hall, 4th edition (and followings..)
- Kaplan Stan, Inventive Problem Solving, Critical Thinking for Problem Solving

Detailed guidelines about the use of the books above and about further learning tools will be available on the website

# Evaluation

- The evaluation is composed by
  - A project work (weight 50%)
  - An oral exam, concerning all the topics investigated during the course (weight 50%)
  - A quick written exam concerning R&D project evaluation and selection (pass/fail)
- Guidelines for the project work will be given during lessons and will be available on the course website