

High-Tech Business Venturing

Lecturers: **Andrea Piccaluga** (picca@sssup.it) and **Alberto Di Minin** (alberto@sssup.it), Istituto di Management, Scuola Superiore Sant'Anna, Pisa

Short description of the course:

The course is designed to introduce all participants to the fundamental skills and tools regarding technology management in general and high-tech entrepreneurship in particular. The course will include some “traditional” one-way teaching but will be mostly based on students’ presentations and case study analysis.

The course will provide participants with a profound understanding of the role, analytics, and process of business planning that lead to the successful creation of a new high-tech business venture. They will learn how to rigorously prepare for the concrete starting up of either an internal venture or a new company. They will have to engage in all the important stages that precede the formal starting up: from idea generation, to feasibility analysis, to a fully conceived plan that maps out how the venture will operate and how it will create value.

Schedule, topics, descriptions, readings

The course is divided into two parts. During the first five classes we will explore relevant theories from business studies that are useful to improve skills on innovation management and entrepreneurship. Discussion of these theories will be extremely applied; relevant experience of S&T students will be key to exemplify concepts that we will explore in class.

In the second part of the course we will provide relevant practical tools that are going to be applied on the field.

The course will take place **on Fridays from 10 am to 1 pm**, in **Room 3 at Polo Sant'Anna Valdera** (Viale Rinaldo Piaggio, 34) in Pontedera, with the following calendar:

Part 1. SKILLS

Date	Topic	Teacher	Required Readings	Hours
Jan 16, 2015	Introduction to innovation and technology management	Andrea Piccaluga Alberto Di Minin		3
Jan 23, 2015	University-industry collaborations: why and how	Roberto Tiezzi (Politecnico di Milano)	Etzkowitz, H. 1997. Innovation in innovation: the Triple Helix of university-industry-government relations. <i>Social Science Information</i> , 42(3): 293-337. Kenney, M., Patton, D. 2009. Reconsidering the Bayh-Dole Act and the Current University Invention Ownership Model. <i>Research Policy</i> , 38(9): 1407-1422.	3
Jan 30, 2015	Open Innovation	Andrea Piccaluga Alberto Di Minin	Di Minin, A., F. Frattini, and A. Piccaluga. 2010. Fiat: Open Innovation in a Downturn (1993-2003). <i>California Management Review</i> , 52(3): 132-59. Chesbrough, H.W. 2007. Why companies should have open business models. <i>Mit Sloan Management Review</i> , 48(2): 22-28.	3
Feb 6, 2014	IP Management	Barbara Politi (Abiogen)		3
Feb 13, 2014	High-tech marketing	Andrea Piccaluga Alberto Di Minin	... <i>Crossing the Chasm</i> Slater, S., Mohr, J.J. 2006. Successful Development and Commercialization of Technological Innovation: Insights Based on Strategy Type. <i>The Journal of Product Innovation Management</i> , 23(1): 26-33.	

Feb 20, 2014

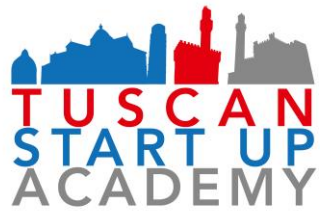
Platforms and disruptive innovations

Andrea Piccaluga
Alberto Di Minin

Christensen, C.M., and M. Overdorf. 2000. Meeting the challenge of disruptive change. *Harvard Business Review*, 78(2): 66-78.
Gawer, A., and M.A. Cusumano. 2008. How companies become platform leaders. *Mit Sloan Management Review*, 49(2): 28-35.

Part. 2 TOOLS

Date	Topic	Teacher	Required Readings	Hours
Feb 27, 2014	Technology Transfer Offices	Monia Gentile Andrea Berti Massimo Paturzo (Università della Calabria)		3
Mar 6, 2014	Business planning	Matteo Faggin (M31)	No Readings Assigned	3
Mar 13, 2014	Newcos: Financial management	Alvise Bonivento (Intesa San Paolo)	No Readings Assigned	3
Mar 20, 2014	Communication and pitches	Luca Ascari (Henesis), Paolo Gai (Evidence), Docente Unifi	No Readings Assigned	3
Mar 27, 2014	Newcos: administration and taxes	Giuseppe Iannone (consulente)	No Readings Assigned	3
Apr 2, 2014	Public Fundings for start ups	Consulente	No Readings Assigned	3
Apr 13, 2014	Presenting your ideas to finance people	Nicola Redi (Vertis)	Groups' presentations.	4

**Readings**

Required readings will be distributed electronically by instructors.

References

You might be interested in reading the following references:

- Bianchi, Piccaluga (2012), La sfida del trasferimento tecnologico. Le università italiane si raccontano, Springer.
- Conti, Granieri, Piccaluga (2011), La gestione del trasferimento tecnologico, Springer