



Scuola Superiore
Sant'Anna



PhD in Management

Title of the course: **Skills and tools for entrepreneurship and technology management**

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 Scuola Superiore Sant'Anna PhD students (i.e. both social and experimental scientists) to the fundamental skills and tools regarding technology management in general and high-tech entrepreneurship. In particular, both management and S&T students are invited to participate, as well as students from Laws and Political Science. This will allow a multidisciplinary approach. Management students will benefit from knowing the scientific literature and from interaction with their S&T colleagues who will bring real experiences. S&T students are expected to enhance their skills and learn new tools that will be useful for their research and/or managerial and/or entrepreneurial careers. The course will include some "traditional" one-way teaching but will be mostly based on students' presentations and case study analysis.

Some external speakers (entrepreneurs, managers, consultants, etc.) will be also invited.

Student commitment

Upon enrolling into this course, students commit to come to class prepared to comment on the required readings. During the first lecture students will be divided into study groups, which will deliver in-class presentations. Attendance is compulsory.

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 our 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.

After the Christmas break, we will provide relevant practical tools that are going to be useful to apply on the field.

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

Date	Topic	Required Readings	Hours
Nov 14, 2012	Introduction to innovation management		3
Nov 21, 2012 Picca ok	Open Innovation & open business models	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
Nov 28, 2012 Picca ok	University-industry collaborations: why and how Guest Speaker	Etzkowitz, H. 1997. Innovation in innovation: the Triple Helix of university-industry.-government relations. <i>Social Science Information</i> , 42(3): 293-337.	3
Dec 5 2012 Picca ok	High-tech marketing Guest Speaker	Christensen, C.M., and M. Overdorf. 2000. Meeting the challenge of disruptive change. <i>Harvard Business Review</i> , 78(2): 66-78.	3
Dec 12, 2012 Picca ok	Commodity trap and service based business models	Chesbrough, H. The Case for Open Services Innovation: the commodity trap. <i>California Management Review</i> , 53(3): 5-20. Gawer, A., and M.A. Cusumano. 2008. How companies become platform leaders. <i>Mit Sloan Management Review</i> , 49(2): 28-35.	3
Jan 16, 2013	IP Management Guest speaker Ing. Marco Celestino, ABM Pisa	Yoffie, D.B. 2005. Intellectual Property and Strategy. <i>Harvard Business School</i> , 2005(April 7). Oliver Alexy, P.C., Ammon Salter. 2009. Does IP strategy have to cripple Open Innovation? <i>Mit Sloan Management Review</i> (Fall): 71-77.	3
Jan 23, 2013	Business planning	Guest Speaker: Carmelo Cennamo (Bocconi)	3
Jan 30, 2013	Entrepreneurship Guest Speaker		3
Feb 6, 2013	Newcos: administration and taxes		3

	Guest Speaker		
Feb 13, 2013	Presenting your ideas to finance people Guest speaker Ing. Nicola Redi (TT Venture)		3

Final Examination

A final take-home exam will take place at the end of the course. Further details about the exam will be given at the beginning of the course.

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.