Università Commerciale
Luigi Bocconi
PhD School

Via Sarfatti 25
20136 Milano

PhD in Business Administration and Management
Technology and Innovation Management Track

Overview

The **Technology and Innovation Management** track of the PhD in Business Administration and Management has been designed to recognize and deepen the importance in academic studies of innovation and technology. TIM is a well-established realm of the management studies that not only deserves a stand-alone position in the extant research, but also it represents one of the most complementary fields of research to other streams like strategy and organization. Technology and innovation represent also an important theme in Marketing scholarship. The track is formed by four courses that cover all the basic aspect of innovation studies from industry dynamics to dynamic capabilities; generally speaking, the track will introduce PhD students to theories, models and empirical evidence on technological change and innovation, with the goal to provide the basis and the tools to develop a state-of-the art thesis on the most up to date trends in TIM.

TIM Track Details

The TIM track is composed by 4 courses, specifically:

1) Fundamentals of Technology and Innovation Management. Instructor. Prof. Gianmario Verona.
2) Economics of Innovation and Technological Change.. Instructor: Prof. Franco Malerba.
3) Technology and Innovation Management - Advanced. Instructor: Prof. Marco Giarratana.
4) Innovation, Standards and Platforms. Instructor: to be defined.

Aims

This track enables PhD students to develop an understanding of how innovation and technology generate industry dynamics and competitive advantages, and what are the sources and the determinants of the technology activities.

Having successfully completed the track, you will be able to demonstrate

- Knowledge and understanding:
    1. Industry dynamics;
    2. The role of users in innovation;
    3. The role of capabilities in innovation;
    4. The use of technology to form product and product strategies;
    5. The role of standard wars and platform;
    6. Externalities and geography;
    7. International technological competition;
    8. Innovation and emerging economies and industries.

- Intellectual skills:
    1. Understand and apply appropriate theoretical lens to read TIM literature;
    2. Knowing and understanding tools and techniques typical of TIM research;
    3. Being able to read, comprehend, present and comment a canonical TIM paper.

- Research Specific Skills:
    1. Being able to map the TIM literature;
    2. Being able to individuate the gap in the TIM literature and form a paper proposal;
    3. Formulate some testable research ideas that could be recognized inside the TIM realm;
    4. Associate the correct empirical or theoretical technique to test and prove some research hypothesis.

- General Transferable Skills:
    1. Use a wide range of information to development bibliographic skills;
    2. The development of self- and team-learning and study skills;
    3. Plan and control effectively for successful completion of a personal and group workload;
    4. Communicate effectively, in both oral and written form, using and justifying argument within reports, presentations and debates.

Syllabus

Syllabus for each course will be provided and available from the PhD direction.

Learning & Teaching

Teaching methods include lectures, interactive discussions, paper reading and reviews, presentations, essay writing, private study.

Exam rules.

In the context of the general rule of exams of PhD in Business Administration and Management, each instructor will communicate the exact rule in class.