COURSE OBJECTIVES AND LEARNING OUTCOMES
The course aims at giving students relevant information in the domain of innovation theory and entrepreneurial practice, also focusing strongly on the development of "soft skills" such as presentation, interaction, critical thinking and creativity.

The course will cover principles of theory of innovation and entrepreneurship (I&E), matching theoretical models with case-based debates ("Technology Battles").

The students at the end of the course will be able:
- to analyze the different I&E views and critically reflect on future scenario;
- to manage the main theories on decisions and to apply them in analysing real cases;
- to evaluate the impact of an innovation on organizations and society in a broader sense;
- to critically assess the impact of an innovation in the shaping of common opinion;
- to critically assess value proposition by virtue of their relevance in the market and in society;
- to present in public and to defend their own ideas;
- to work positively in a team setting, managing internal dynamics as well as delivery;

ENTRANCE REQUIREMENT
The course will be held completely in English, making language competence a fundamental asset. Basic economics and experience in European projects are useful, but not required.

CONTENTS
The course will address the following key topics (not necessarily in order):

Basics of innovation theory
- What is innovation
- Views of the environment: Certainty, risk, uncertainty, ambiguity
- Network externalities, lock-in effects,
- Models of interaction (Actor Network Theory)
- Ethics and its impact on innovation

Basics of decision and organization theory:
- Types of rationality: olympic, bounded, retrospective rationality
- Organizational models: vertical, horizontal, matrix organization
- Horizontalization

Digital transformation:
- What is ""technology"
- Impact of technology
- Technology as a non-human actor

Basics of economics and business:
- The entrepreneurial mindset
- Entrepreneurial models
- The role of the entrepreneur
- IP and branding
- Marketing
- Growth & go to market

Social innovation:
- Value generation beyond profit
- The EU innovation landscape
- Social Innovation seen as narrow view, social challenges, and systemic transformation
- Public and social enterprises

TEACHING AND LEARNING METHODS AND ACTIVITIES
The course’s class time is split among four main delivery forms:

- Group works and in-class debates, in the form of "Technological Battles" (Bonifacio et al. Proceedings of EduLearn 2017)
- Blended lectures according to guidelines specified jointly by UNITN and EIT Digital
- Frontal lectures on Innovation Theory
- Lectures and guest talks on Entrepreneurial Practice

The course requires and rewards active participation in class, blended and group works. The general approach to the course will be much more "qualitative" than "quantitative", adopting a general logic of "no question is wrong" during lecture time. Students are also expected to see the course as a co-creative endeavour, creating an experience of joint ownership with the lecturers.

TEST AND ASSESSMENT CRITERIA
Students will have the choice to follow the course either as attending or non-attending students.

Attending students engage in two group works, consisting of a report on the Technological Battles experience (up to 12 marks) and one on theoretical ground fields explained during lectures (up to 12 marks). As an individual component, students will be evaluated on the blended learning activities (up to 10 marks). To keep attending status, students are asked to be present at class time (75% of certified attendance), and will be tested with basic questionnaires.

Non-attending students will take a written exam composed of 7 checkbox questions, of which a correct answer to 5 is needed to be evaluated in three open questions, each scoring 10 points. The third question of the exam will always be based on the contents of the reports of the Technological Battles carried out during the class.

All written documents (reports, blended deliverables, and written exams) are evaluated on criteria of completeness, accuracy, exposition, contextualization ability and referencing.
BIBLIOGRAPHY / STUDY MATERIALS
The course develops its literature and reference framework according to its organic
development. All selected readings are posted on the website of the course. As a global
reference material, however, the following readings are suggested:

Books
- Bruno Latour, Science in Action, 1987
- Clayton Christensen, The innovator’s dilemma, 1997
- Nicholas Taleb, The Black Swan, 2007

Articles
- Bonifacio, Matteo. 2014. “Social Innovation: A Novel Policy Stream or a Policy
- Callon, Michel. 1986. “Some Elements of a Sociology of Translation: Domestication of the
  Scallops and the Fishermen of St. Brieuc Bay.” Power, Action, and Belief: A New Sociology of
  Knowledge 32: 196–223.
- Brown, John Seely, and Paul Duguid. 1991. “Organizational Learning and Communities-of-
  Practice: Toward a Unified View of Working, Learning, and Innovation.” Organization
  Economic Impact of Knowledge, 183.
- Simon, Herbert A. 1976. “From Substantive to Procedural Rationality.” In 25 Years of
- Simon, Herbert A. 1972 “”Theories of bounded rationality.”” Decision and organization1.1
  161-176.
- Van Maanen, John. ""Observations on the making of policemen."" Human organization
- Weick, Karl E. ""The collapse of sensemaking in organizations: The Mann Gulch disaster.""
OTHER INFORMATION
The course uses a dedicated website developed year-by-year by the students themselves, which will be announced in the classroom or can be provided by the lecturers.