



**UNIVERSITA' DEGLI STUDI DI MILANO**  
**PROGRAMME DESCRIPTION - ACADEMIC YEAR 2018/19**  
**MASTER DEGREE**

**Management of Innovation and Entrepreneurship (Classe LM-77)**  
**Enrolled from 2014/2015 academic year**

### **HEADING**

<b>Degree classification - Denomination and code:</b>	LM-77 Management studies
<b>Degree title:</b>	Dottore Magistrale
<b>Curricula currently available:</b>	
<b>Length of course:</b>	2 years
<b>Credits required for admission:</b>	180
<b>Total number of credits required to complete programme:</b>	120
<b>Years of course currently available:</b>	2nd
<b>Access procedures:</b>	Cap on student, student selection based on entrance test
<b>Course code:</b>	B71

### **PERSONS/ROLES**

#### **Head of Study Programme**

Prof. Mario Benassi

#### **Tutors - Faculty**

Prof.ssa Silvia Salini

Prof.ssa Clodia Vurro

#### **Degree Course website**

<http://www.demm.unimi.it/corsi-di-laurea>

<http://www.mii.unimi.it>

Email: [mii@unimi.it](mailto:mii@unimi.it)

<http://www.unimi.it/studenti/matricole/77650.htm>

### **CHARACTERISTICS OF DEGREE PROGRAMME**

#### **General and specific learning objectives**

General and specific goals

Management of Innovation and Entrepreneurship (LM-77) focus on innovation and entrepreneurship. The course aims at offering students conceptual and practical skills to deal with future requirements from a managerial perspective.

The course assumes that innovation is the cornerstone of the life of a company, be it the ability to foresee new opportunities, to enter into new markets, to correctly analyze new upcoming needs. Innovation is crucial for setting up new firms. It is also crucial in so called mature businesses. In this view, MII conceives innovation in a broad sense, primarily as producing and using new knowledge.

The course focus on decision processes at company level, be it new and existing companies.

Student who will graduate at MII will be in the position of using the acquired knowledge in two different areas:

-inside already running companies and organizations: they will contribute in designing and managing innovative projects (for example: launch of new products; entry into new markets)

-in start-ups: they will be part of a team and contribute in calibrating the business idea and its implementation

The course brings together different disciplines (business, economics and law) to provide students with a wide perspective.

From a methodological viewpoint, the course will leverage a broad portfolio of methods, ranging from lectures to case-studies discussion, testimonials' seminars and above all team projects.

### **EXPERIENCE OF STUDY ABROAD AS PART OF THE TRAINING PROGRAM**

The University of Milan supports the international mobility of its students, offering them the opportunity to spend periods of study and training abroad, a unique opportunity to enrich their curriculum in an international context.

#### **Study and internships abroad**

The degree in Innovation and Entrepreneurship Management offers the opportunity to study at several European universities,

where students will be able to attend lectures and obtain credits for their degree.

Our partners are selected among the most prestigious academic institutions in Germany (Hochschule Neuss für Internationale Wirtschaft), Spain (Carlos III University, Universidad Complutense di Madrid and Salamanca University), Poland (Karol Adamiecki University, University of Lodz, Warsaw School of Economics) and other European countries. The modules offered by our partners include core subjects and disciplines of Innovation and Entrepreneurship Management such as R&D and Innovation Management, International corporate finance, Entrepreneurship and innovations, entrepreneurial strategy, Accounting and finance of new ventures, Management of new ventures, Technology-based firms: venturing development, Marketing. The choice of modules is made by students before their departure in collaboration with the programme coordinator; the credits are recognized officially and included in the curriculum at the end of the exchange period.

### How to participate in Erasmus mobility programs

To gain access to mobility programs for study purposes, lasting 3-12 months, the enrolled students of the University of Milan must attend a public selection that starts usually around the month of February each year through the presentation of specific competition announcements, which contain information on available destinations, respective duration of the mobility, requirements and deadlines for submitting the online application.

The selection, aimed at evaluating the proposed study abroad program of the candidate, knowledge of a foreign language, especially when this is a preferential requirement, and the motivations behind the request, is performed by specially constituted commissions.

Each year, before the expiry of the competition announcements, the University organises information sessions for the specific study course or groups of study courses, in order to illustrate to students the opportunities and participation rules.

To finance stays abroad under the Erasmus + program, the European Union assigns to the selected students a scholarship that - while not covering the full cost of living abroad - is a useful contribution for additional costs as travel costs or greater cost of living in the country of destination.

The monthly amount of the communitarian scholarship is established annually at national level; additional contributions may be provided to students with disabilities.

In order to enable students in economic disadvantaged conditions to participate in Erasmus+ program, the University of Milan assigns further additional contributions; amount of this contributions and criteria for assigning them are established from year to year.

The University of Milan promotes the linguistic preparation of students selected for mobility programs, organising every year intensive courses in the following languages: English, French, German and Spanish.

The University in order to facilitate the organisation of the stay abroad and to guide students in choosing their destination offers a specific support service.

More information in Italian are available on [www.unimi.it](http://www.unimi.it) > Studenti > Studiare all'estero > Erasmus+

For assistance please contact:

Ufficio Accordi e relazioni internazionali

via Festa del Perdono 7 (ground floor)

Tel. 02 503 13501-12589-13495-13502

Fax 02 503 13503

E-mail: [mobility.out@unimi.it](mailto:mobility.out@unimi.it)

Desk opening hour: Monday-friday 9 - 12

<b>1st COURSE YEAR (disactivated from academic year 2018/19) Core/compulsory courses/activities common to all curricula</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Business History and Entrepreneurship	6	SECS-P/12
Business Law Advanced	6	IUS/04
Industrial Organization Advanced	6	SECS-P/06
Innovation and Entrepreneurship	6	SECS-P/08
International Management	6	SECS-P/08
Planning and Auditing	6	SECS-P/07
Quantitative Methods for Market Forecast	12	(6) SECS-S/01, (6) SECS-S/03
Total compulsory credits		48

<b>2nd COURSE YEAR Core/compulsory courses/activities common to all curricula</b>			
Learning activity		Ects	Sector
Start-up		9	SECS-P/08
		Total compulsory credits	9
<b>Further elective courses common to all curricula</b>			
Corporate Governance in the Financial Industry		6	SECS-P/11
<b>End of course requirements common to all curricula</b>			
Final Exam		21	NA
		Total compulsory credits	21

## ACTIVE CURRICULA LIST

ENTREPRENEURSHIP Course years currently available: 2nd  
 INNOVATION Course years currently available: 2nd

### CURRICULUM: [B71-A] ENTREPRENEURSHIP

<b>2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features ENTREPRENEURSHIP</b>			
Learning activity		Ects	Sector
Banking and Company Finance		9	SECS-P/11
Corporate Finance for SME's		9	SECS-P/09
Innovation in Marketing		9	SECS-P/08
		Total compulsory credits	27

### CURRICULUM: [B71-B] INNOVATION

<b>2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features INNOVATION</b>			
Learning activity		Ects	Sector
Knowledge Management and Team Building		9	SECS-P/10
Project Management of New Products and Services		9	SECS-P/08
Social Media and Digital Marketing		9	SECS-P/08
		Total compulsory credits	27