



**UNIVERSITA' DEGLI STUDI DI MILANO**  
**PROGRAMME DESCRIPTION - ACADEMIC YEAR 2018/19**  
**MASTER DEGREE IN**  
**MANAGEMENT OF INNOVATION AND ENTREPRENEURSHIP (MIE)**  
**- Classe LM-77**  
**Enrolled from 2018/2019 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>	DIGITAL INNOVATION / ENTREPRENEURSHIP / MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS
<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>Course years currently available:</b>	1st
<b>Access procedures:</b>	open, subject to entry requirements
<b>Course code:</b>	B75

### **PERSONS/ROLES**

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

Prof. Mario Benassi

#### **Tutors - Faculty**

Prof.ssa Maria Letizia Giorgetti

Prof.ssa Maddalena Sorrentino

#### **Degree Course website**

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

#### **Degree Course E-mail**

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

#### **Enrolment and Admission**

<http://www.unimi.it/studenti/matricole/77648.htm>

#### **Further Degree Course Website**

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

### **CHARACTERISTICS OF DEGREE PROGRAMME**

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

The Master of Science (Laurea Magistrale, LM-77) in Management of Innovation and Entrepreneurship (MIE) of the University of Milan aims at providing students with theoretical knowledge and analytical tools to identify and exploit entrepreneurial opportunities for innovation, change management and organizational transformation.

The drivers of new business creation, the ability to identify business opportunities offered by the markets, the analysis of human, economic and financial resources needed to create and develop new projects represent some of the topics in the entrepreneurship field. Entrepreneurship and innovation are interwoven. Innovation is conceived in a broad sense, spanning from new knowledge generation to enter in new markets to the development of new products, processes and management approaches, based on innovative organizational solutions and competitive strategies.

Alongside the creation of new companies, the ability to innovate and seize the opportunities for investing in new markets by existing companies is a condition of success for the revitalization of more mature businesses.

The course structure is meant to strengthen the acquisition of knowledge and skills concerning the analysis and interpretation of business decision-making processes, with a specific focus on the design, implementation and evaluation of entrepreneurial and innovation processes taking place in a variety of industrial sectors where goods and services are produced.

The program adopts an interdisciplinary approach to the study of entrepreneurial phenomena and innovation. Digging deep into management disciplines (management control, strategic planning, corporate finance, business planning, marketing channels management, relations with the financial sectors and public sector organizations), economic disciplines (industrial economy, company history), legal disciplines (business law), and quantitative methods (market forecasting tools and advanced data analysis), students will acquire knowledge and skills useful to guide the entrepreneurial and innovation process both in newly founded entities and in already existing organizations.

Graduates of “Management of innovation and Entrepreneurship” will be able to apply acquired knowledge and skills in two related areas:

- Within existing companies and organizations: in this context s/he can contribute to the design, development and implementation of innovative projects (for example: new product development, implementation of new production processes, new market entry);
- In the launch of new business initiatives (start-ups), where the graduate will be able to collaborate in the construction of the team, the development of the business ideas and their exploitation.

Combining entrepreneurial, managerial, economic and financial skills with sound knowledge of new product development and innovation management processes, the Master's Degree in “Management of Innovation and Entrepreneurship” trains professionals oriented both to craft and launch new entrepreneurial initiatives and to occupy project management positions for new product development and innovation management. Additionally, the Program provides solid evaluation skills to assess innovation projects, thus opening opportunities in both private organizations (management consulting firms, financial institutions) and public-sector organizations (development agencies and local partnerships).

The overall design of the Program takes advantage, in addition to classroom learning through lectures and exercises, of the active participation of students in innovative and entrepreneurial projects throughout the entire course of studies (that is, entrepreneurship laboratories), and further developed with reference to the internship and preparation of the final thesis. Teamwork will be an integral part of the entire program, to promote critical and collaborative thinking, thus setting the basis for a unique learning opportunity. Opportunities to meet and work with professionals and companies will be provided and actively promoted.

To strengthen the link with companies, the usual governance body (that is, the Teaching Committee) will be complemented with the establishment of a Committee composed by faculty members and professionals who will plan projects, joint laboratories, guest lectures and similar initiatives.

### **Expected learning outcomes**

In accordance with the principles of European harmonization, knowledge and skills in terms of expected learning outcomes, acquired or developed by graduates of “Management of Innovation and Entrepreneurship”, are detailed below according to the system of Dublin descriptors:

#### **A. Knowledge and understanding**

##### **Digital Innovation Curriculum**

Graduates in Management of Innovation and Entrepreneurship with a curriculum in Digital Innovation will know and understand:

- the use of quantitative analysis tools to support business decisions, market and technological change analysis, with particular reference to the digitalization of business processes;
- the levels of complexity implicit in the management of highly uncertain contexts and the advanced techniques for business problem-solving.

The intended learning objectives will be pursued through (i) traditional lectures and innovative teaching methods, to constantly promote critical thinking and confrontation on the various topics, the use of data and empirical evidence drawn from company settings and the economic system as a whole; (ii) individual and group in-depth study; (iii) academic and professional seminars. Learning outcomes are verified through exams, individual reports and group projects.

##### **Entrepreneurship Curriculum**

Graduates in Management of Innovation and Entrepreneurship with a curriculum in Entrepreneurship will know and understand:

- the set of tasks and skills required for the development of entrepreneurial initiatives, as well as the complexity of the decision-making process and the need to dominate several functional, interdependent fronts;
- the opportunities and risks deriving from the launch of new initiatives, which can also make a fundamental contribution to the construction of solid career paths in various fields.

Particular emphasis will be given to the development of in-depth analytical skills, as well as to the comparison and discussion in small groups, and the development of new ideas. The learning outcomes are verified through final exams, drafting of individual reports and group work that simulate or reproduce “real” business conditions.

## Management of Intellectual Property Rights Curriculum

Graduates in Management of Innovation and Entrepreneurship with a curriculum in Management of Intellectual Property Rights will know and understand:

- the legal and economic aspects concerning intellectual property rights and data protection;
- the relevant dimensions relating to industrial and intellectual property (patents, trademarks, copyrights, know-how, etc.) and their analysis, evaluation and implementation;
- The practical implications of the contractual aspects of property rights (license agreements for patents, trademarks, copyrights, know-how) and the opportunities and risks associated with them.

The above learning objectives are pursued through a wide range of teaching methods to meet different learning styles. The main teaching method will be represented by class lectures. While attending classes, students will be involved in activities in small groups, online discussion platforms, case study analysis, practical problem-solving activities, real case simulation, gaming and guest lectures.

### B. Applying knowledge and understanding

#### Digital Innovation Curriculum

Graduates in Management of Innovation and Entrepreneurship with a curriculum in Digital Innovation will be able to apply acquired knowledge and understanding to:

- set the analysis of economic, managerial and financial variables to support business decisions;
- carry out scenario analyses that allow the company to orient itself in the choices concerning technological, organizational and product innovation.

The learning objectives above are pursued through classroom teaching activities that constantly provide for a critical comparison on the various topics, the use of data and factual elements drawn from the company and the economic system as a whole; participation in company internships structured around specific training projects; in-depth individual and group activities. The learning outcomes are verified through exam tests, drafting of individual and group reports, reports on internship activities.

#### Entrepreneurship Curriculum

Graduates in Management of Innovation and Entrepreneurship with a curriculum in Entrepreneurship will be able to apply acquired knowledge and understanding to:

- develop new business projects with a strong innovative content, by means of plans and documents based on autonomous analyses;
- find the resources necessary to start up new business initiatives, with particular regard to the preparation of quality business plans.

Also in this case, emphasis will be given to strongly applied teaching methodologies and team work on real cases.

## Management of Intellectual Property Rights Curriculum

Graduates in Management of Innovation and Entrepreneurship with a curriculum in Management of Intellectual Property Rights will be able to apply acquired knowledge and understanding to:

- develop a multiplicity of functional skills to analyze and evaluate the use of different types of intellectual property rights, also to protect innovations;
- implement strategies to protect, develop and extract value from the intellectual capital of a business;
- support the internal structures for the management of the subsequent phases (enforcement, litigation, etc.) related to the intellectual property rights at company level.

Applied teaching methodologies and small-team work will be given the highest priority also in this case.

### C. Making judgements

Graduates in Management of Innovation and Entrepreneurship will be able to use the knowledge acquired to express evaluations and make decisions in highly uncertain contexts, such as companies operating in the knowledge-based sectors.

In particular:

- on the strategic level, s/he will have to be able to make decisions concerning company long-term goals and competitive positioning;
- on the operational level, s/he will be able to make judgements about the sources and the quality of the data to be used to support decision-making processes.

The objectives are pursued by promoting a pervasive inclusion, in the various training activities (classroom teaching activities, internships, preparation for the final exam), of case studies and simulations, moments of critical reflection on problems and field projects. The achievement of such learning outcomes is verified as part of the final evaluation of the different training activities.

#### D. Communication skills

Graduates in Management of Innovation and Entrepreneurship will be trained on the use of appropriate language and analytical knowledge, by working on the production of reports with the support of technological tools. In so doing, they will develop verbal and written communication skills, in public or within a group. Students will improve their ability to communicate about:

- Strategic decision at the different levels within a company;
- Financial and economic projections, scenarios, and results, related to specific action plans.

These objectives are pursued through the inclusion of communication activities and case study, scenario or report presentations, within the various courses. The achievement of the learning objectives is verified through the assessment of the communication skills of the students demonstrated during the above-mentioned presentation activities.

#### E. Learning ability

Graduates in Management of Innovation and Entrepreneurship develop the ability to dynamically use the acquired problem-solving knowledge and to access various types of information sources (publications, databases, information available on the web, sources regulations), to:

- apply it systematically to subsequent personal and professional experiences;
- critically analyze data, information, experiences, also using quantitative tools to identify new research paths and explore new knowledge.

The objectives are pursued, in particular, through the preparation of autonomous in-depth studies applying the contents proposed in class and the internship report, as well as the preparation of the final exam. The achievement of the above objectives is verified as part of the final evaluation of the various training activities and of the Master thesis.

#### Professional profile and employment opportunities

- Professional profile: the Program is aimed at young people who want to embark on a managerial career oriented towards innovation themes, as well as those who want to start new business ventures.
- Functions: business analysis and development; coordination and management of innovation projects; new business model development; entrepreneurs and social entrepreneurs; property rights consultants;
- Skills: ability to analyze and interpret sectoral and competitive dynamics; to design new initiatives within existing companies; ability to plan and start new business ventures;
- Career opportunities: managers in national and international manufacturing and service companies, in large retailers; entrepreneurs; freelancers and consultant in the design and implementation of new initiatives.

The course is intended to prepare enrolled students to the following professions (ISTAT Classification):

##### DIGITAL INNOVATION CURRICULUM

Directors of private companies in manufacturing sectors  
Directors of private companies in commerce  
Directors of private companies in services for companies, banks and similar  
Directors of business functions  
Entrepreneurs and small business managers in information and telecommunication services

##### ENTREPRENEURSHIP CURRICULUM

Entrepreneurs, managers and managers of small businesses in manufacturing sectors  
Entrepreneurs, managers and managers of small businesses in commerce  
Entrepreneurs, managers and managers of small businesses in services for businesses, banking and similar  
Entrepreneurs and directors of large banks, insurance companies, real estate agencies, financial intermediaries  
Entrepreneurs and directors of large companies in services to businesses and individuals  
Directors and general managers of companies

##### MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS CURRICULUM

Managers of intellectual property rights for medium and large companies  
External consultants for the management of intellectual property rights for small businesses  
Directors and managers of the research and development department  
Entrepreneurs of consulting firms in industrial and intellectual property  
Legal experts in companies

#### Pre-requisites for admission

Admission to the Master programme in Management of Innovation and Entrepreneurship requires: an Italian degree (ex. DM 270 /04) of the following classes:

- L-7 Ingegneria civile e ambientale
- L-8 Ingegneria dell'informazione
- L-9 Ingegneria industriale

- L-12 Mediazione linguistica
- L-13 Scienze biologiche
- L-14 Scienze dei servizi giuridici
- L-15 Scienze del turismo
- L-16 Scienze dell'amministrazione e dell'organizzazione
- L-18 Scienze dell'economia e della gestione aziendale
- L-20 Scienze della comunicazione
- L-21 Scienza della pianificazione territoriale, urbanistica, paesaggistica e ambientale
- L-25 Scienze e tecnologie agrarie e forestali
- L-26 Scienze e tecnologie agro-alimentari
- L-27 Scienze e tecnologie chimiche
- L-30 Scienze e tecnologie fisiche
- L-31 Scienze e tecnologie informatiche
- L-32 Scienze e tecnologie per l'ambiente e la natura
- L-33 Scienze economiche
- L-34 Scienze geologiche
- L-36 Scienze politiche e delle relazioni internazionali
- L-37 Scienze sociali per la cooperazione, lo sviluppo e la pace
- L-40 Sociologia
- L-41 Statistica
- L-42 Storia
- L-43 Tecnologie per la conservazione e il restauro dei beni culturali

or an Italian degree (ex DM 509/99) in the subjects equivalent to those listed above. Candidates holding a different degree qualification can apply but their application will be submitted to an Admission Board in charge of evaluating the fulfillment of requirements.

For all candidates the following minimum requirements apply in order to be admitted to the course:

1. At least 40 CFU/ECTS in the areas of business/management, economics, mathematics, statistics and law;
2. Out of these 40 CFU/ECTS:
  - ☐ at least 18 CFU/ECTS in the area of business/management and economics (SECS-P/07, SECS-P/08, SECS-P/09, SECS-P/10, SECS-P/11; SECS-P/01, SECS-P/02, SECS-P/03, SECS-P/06, SECS-P/12);
  - ☐ at least 6 CFU/ECTS in mathematical and statistical areas (SECS-S/01 – SECS-S/03; SECS-S/05);
  - ☐ In order to obtain the needed 40 CFU/ECTS applicants can also consider credits in law (IUS/04, IUS/05, IUS/07)
3. English language knowledge, level B2 or higher, properly certified (e.g.: TOEFL, IELTS, etc.) or any other relevant documentation (e.g.: award of a degree held in English, English language as mother tongue, 6 CFU/ECTS in English [L-LIN/12]).

Each applicant is requested to submit, together with the application, a motivation letter and a curriculum vitae. Failing to provide the above mentioned documentation will result in the exclusion from the selection procedure. Furthermore, a recommendation letter is requested: it has to be sent by an external referee directly to the Master's degree office manager, by post (ordinary mail), fax or email.

Students with foreign qualification are expected to meet the substantive requirements equivalent to the minimum requirements for students with an Italian degree. Such checking of pre-requisites will be conducted by an Admission Board of faculties appointed by the Faculty Board – Collegio Didattico.

Applicants meeting the minimum entry requirements (irrespective of their nationality) are assessed by the Admission Board according to the grid below. Applicants who obtain less than 50 points are not admitted. Applicants who obtain more than 80 points are admitted without any further verification.

Criterion: Academic curriculum

Description: Length and quality of the previous degree as well as final grade

Maximum Score: 40

Criterion: Recommendation letter

Description: Recommendation letter sent by an external Referee, directly to the Master's degree Secretariat, by post (ordinary mail) or fax or email

Maximum Score: 10

Criterion: Motivation letter

Description: Letter in which the applicant states his/her motivation

Maximum Score: 30

Criterion: Choice coherence

Description: Coherence between the academic curriculum and/or activities previously carried out and the learning objectives of the MSc in Management of Innovation and Entrepreneurship

Maximum Score: 20

The Admission Board reserves the possibility to request the applicant an oral interview for admission, held in English language and exclusively done via electronic devices (eg.: via skype). Such possibility is reserved to students that have not entirely fulfilled one or more of the minimum requirements for the admission due to deficiencies in the credit system or the study title or due to other motivations relevant in the analysis of the material attached to the application for admission (including the motivation letter and the recommendation letter, other relevant documents/titles attached and the potential lack of any English certification) that results in a score above 50 points but less than 80 points out of 100, according to the above mentioned grid. The interview is aimed at verify the applicants' motivations, knowledge of the English language and the skills mentioned above.

Applicants must obtain the bachelor degree by 31st December 2018.

#### **Programme structure**

The course structure is intrinsically interdisciplinary, be leveraging on a variety of theories and perspectives on entrepreneurial phenomena and innovation.

#### **Campus**

Faculty of Political, Economic and Social Sciences (SPES) - Via Conservatorio, 7 - 20122 MILANO

#### **Study plan definition and submission for approval**

Students can present the study plan and the choice of the second-year curriculum starting from the first year.

#### **Degree programme final exam**

To complete the study program, students must have passed all the exams required by their study plan, completed the internship and discussed their master thesis.

#### **Criteria for admission to degree course final exam**

To be admitted to the final exam it is necessary to have acquired 105 ECTS.

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

The University of Milan supports the international mobility of its students, by offering them the possibility to spend study and training periods abroad, unique occasions to enrich their curricula in an international context.

To this end, the University participates in the European programme Erasmus+, giving to enrolled students the opportunity to enjoy study and training abroad in over 300 different European partner universities, with subsequent recognition of the activity done as part of the student's academic career, including internships in companies, research centers, international organizations, as well as the completion of the master thesis.

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

Students enrolled in MIE program can spend a study period above as part of the Erasmus+ Programme, to take courses, sit exams and/or conduct research on their master's dissertation. The study abroad period, which lasts from three to 12 months, allows access to the teaching and research facilities of European Universities. Once students return to Italy, they receive academic recognition for the activities successfully conducted abroad.

The Master of Science in Management of Innovation and Entrepreneurship has selected appropriate partner universities in France (Université Jean Moulin - Lyon III), Spain (University of Salamanca), Poland (University of Economics in Katowice, University of Lodz, Warsaw School of Economics e University of Gdansk), Portugal (University of Porto e ISAG European Business School), Russia (Plekhanov Russian University of Economics), China (School of Business of Renmin University), India (Indian Institute of Management) e Singapore (Singapore Management University). Offered courses cover the most relevant topics and disciplines in line with the objective of the Program, such as, for example: R&D and Innovation Management, International corporate finance, Entrepreneurship strategy, Accounting and finance of new ventures, Management of new ventures, Technology-based firms: venturing development, Marketing. Course selection is finalized prior to departure together with the student mobility representative of the degree course. Credits obtained are officially recognized at the end of the exchange period and included in the study plan.

#### **How to participate in Erasmus mobility programs**

For additional information please refer to:

[www.mie.unimi.it](http://www.mie.unimi.it) or <http://www.unimi.it/ENG/relations/29613.htm>

Ufficio Accordi e relazioni internazionali  
via Festa del Perdono 7 (ground floor)  
Ph. 02 503 13501-12589-13495-13502

Fax 02 503 13503  
 Email: [mobility.out@unimi.it](mailto:mobility.out@unimi.it)  
 Office hours: Monday-Friday 9 - 12

## ADMISSION CRITERIA: 1ST YEAR OPEN, SUBJECT TO ENTRY REQUIREMENTS

### Practical instructions

Applicants (both those holding an Italian and foreign degree or expenting to obtain it by 31st December 2018) must apply for admission to the MIE programme until August 25, 2018. Non EU applicants (residing outside Italy) and holding a non-Italian bachelor degree or expecting to obtain it by 31st December 2018 must submit a pre-application at the Italian Embassy of their own country before 30th June 2018 (this date may be subject of change according to the Italian Ministry of Foreign Affairs)

Applicants will be selected on the basis of the documentation provided (please refer to the section on entry requirements above).

Further information relating to MIE programme and admission criteria/procedures are available at <http://mie.unimi.it>. For additional enquiries please contact [mie@unimi.it](mailto:mie@unimi.it).

### N° of places reserved to non-EU students resident abroad

50

<b>1st COURSE YEAR Core/compulsory courses/activities common to all curricula</b>		
Learning activity	Ects	Sector
Advanced Industrial Organisation	9	SECS-P/06
Business and Commercial Law	6	IUS/04
Business History	6	SECS-P/12
Corporate Finance	6	SECS-P/09
Management of Innovation	6	SECS-P/08
Performance Management and Control Systems	9	SECS-P/07
Quantitative Methods	12	(6) SECS-S/01, (6) SECS-S/03
Total number of compulsory credits/ects		54
<b>Further elective courses common to all curricula</b>		
Students must get 6 CFU/ECTS either through an internship or lab attendance (please check <a href="http://www.mie.unimi.it">www.mie.unimi.it</a> )		
Students must get 9 CFU/ECTS by chosing one or more elective activity/ies. It is suggested to choose among MIE, MEF, EPS and DSE courses.		
<b>End of course requirements common to all curricula</b>		
Final Exam	15	NA
Total number of compulsory credits/ects		15

## LIST OF CURRENTLY AVAILABLE CURRICULA

DIGITAL INNOVATION Course years currently available: 1st  
 ENTREPRENEURSHIP Course years currently available: 1st  
 MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS Course years currently available: 1st

### CURRICULUM: [B75-A] DIGITAL INNOVATION

<b>2nd COURSE YEAR (available as of academic year 2019/20) Core/compulsory courses/activities Curriculum-specific features DIGITAL INNOVATION</b>		
Learning activity	Ects	Sector
Digital Marketing and Innovation	9	SECS-P/08
Innovation in Marketing Channels	9	SECS-P/08
Internet Economics and Digital Business	9	SECS-P/01
Strategies and Tools for Industry 4.0	9	SECS-P/08
Total number of compulsory credits/ects		36

### CURRICULUM: [B75-B] ENTREPRENEURSHIP

<b>2nd COURSE YEAR (available as of academic year 2019/20) Core/compulsory courses/activities Curriculum-specific features ENTREPRENEURSHIP</b>		
Learning activity	Ects	Sector
Advanced Strategic Management	9	(9) SECS-P/08, (9)

		SECS-P/07
Corporate Banking and Financial Markets	9	SECS-P/11
New Business Start-Up	9	SECS-P/08
Social and Sustainable Entrepreneurship	9	SECS-P/08
	Total number of compulsory credits/ects	36

**CURRICULUM: [B75-C] MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS**

<b>2nd COURSE YEAR (available as of academic year 2019/20) Core/compulsory courses/activities Curriculum-specific features MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Data Management for Intellectual Property Rights	9	SECS-P/10
Management of Licensing	9	SECS-P/08
Managing and Evaluating Intellectual Property Rights	9	(9) SECS-P/09, (9) SECS-P/08
Property Rights: Legal Aspects	9	IUS/04
	Total number of compulsory credits/ects	36

**COURSE PROGRESSION REQUIREMENTS**

First year courses are propaedeutic to second year courses.