



**UNIVERSITA' DEGLI STUDI DI MILANO**  
**PROGRAMME DESCRIPTION - ACADEMIC YEAR 2019/20**  
**MASTER DEGREE**

**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>Years of course currently available:</b>	1st , 2nd
<b>Access procedures:</b>	Open, subject to completion of self-assessment test prior to enrolment
<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>

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

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

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

Prof.ssa Clodia Vurro

**EXPERIENCE OF STUDY ABROAD AS PART OF THE TRAINING 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) and China (School of Business of Renmin 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

<b>1st COURSE YEAR Core/compulsory courses/activities common to all curricula</b>				
Distribution	Learning activity	Teaching units/modules	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 (tot. credits: 12)	Module 1	6	SECS-S/01
		Module 2	6	SECS-S/03
		Total compulsory credits	54	
<b>Other learning activities chosen by the student for 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 choosing one or more elective activity/ies. It is suggested to choose among MIE, MEF, EPS and DSE courses.				
<b>Final learning activities for all curricula</b>				
	Final Exam		15	
		Total compulsory credits	15	

### ACTIVE CURRICULA LIST

DIGITAL INNOVATION Course years currently available: 1st , 2nd

ENTREPRENEURSHIP Course years currently available: 1st , 2nd

MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS Course years currently available: 1st , 2nd

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

<b>2nd COURSE YEAR Core/compulsory courses/activities common Curriculum-specific features DIGITAL INNOVATION</b>				
Distribution	Learning activity	Teaching units/modules	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 compulsory credits	36	

#### CURRICULUM: [B75-B] ENTREPRENEURSHIP

### 2nd COURSE YEAR Core/compulsory courses/activities common Curriculum-specific features

**ENTREPRENEURSHIP**

Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Advanced Strategic Management		9	SECS-P/08, SECS-P/07
	New Business Start-Up		9	SECS-P/08
	Private Equity and Venture Capital		9	SECS-P/11
	Social and Sustainable Entrepreneurship		9	SECS-P/08
		Total compulsory credits	36	

**CURRICULUM: [B75-C] MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS****2nd COURSE YEAR Core/compulsory courses/activities common Curriculum-specific features  
MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS**

Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Data Management for Intellectual Property Rights		9	SECS-P/10
	Management of Licensing		9	SECS-P/08
	Managing and Evaluating Intellectual Property Rights		9	SECS-P/09, SECS-P/08
	Property Rights: Legal Aspects		9	IUS/04
		Total compulsory credits	36	

**COURSE PROGRESSION REQUIREMENTS**

First year courses are propaedeutic to second year courses.