

SOI-155 Management and Innovation Topics (BIP)

This course is composed of three different Modules, each taught by a different instructor. It is organized as a Blended Intensive Program (BIP): consistently, international students can apply to Erasmus+ funds for Short Term Mobility at their home University.

Full attendance is required for both the online and in-person components. In well justified cases to be discussed in advance with the Module instructor, absence is accepted, provided that 80% of the Cluster AND 80% of each Micromodule are attended.

Period	First semester
ECTS	6
Duration	36 hours

	Micromodule	Hours	Instructor	Email
1	Basics of Management	12	Erica Santini	erica.santini@unitn.it
2	Foundations of Product Management	12	Oksana Tokarchuk	oksana.tokarchuk@unitn.it
3	Free Open Source Innovation	12	Lorenzo Lin Angeli, Alessandro Rossi	alessandro.rossi@unitn.it lorenzolin.angeli@unitn.it

Online classes

Day	Date	Hours	Micromodule
Monday	2/11	18.00 - 20.00	Free Open Source Innovation
Tuesday	3/11	18.00 - 20.00	Foundations of Product Management
Wednesday	4/11	18.00 - 20.00	Free Open Source Innovation
Thursday	5/11	18.00 - 20.00	Foundations of Product Management
Wednesday	11/11	18.00 - 20.00	Basics of Management
Thursday	12/11	18.00 - 20.00	Basics of Management

In-person classes, [School of Innovation](#)

Day	Date	9.00 - 11.00	11.00 - 13.00	14.00 - 16.00	15.30 - 17.30
Monday	16/11			Rossi-Angeli (13.30 - 15.30)	Santini
Tuesday	17/11	Rossi-Angeli	Tokarchuk	Santini	
Wednesday	18/11	Tokarchuk	Santini		
Thursday	19/11	Rossi-Angeli	Tokarchuk	Santini	
Friday	20/11	Rossi-Angeli	Tokarchuk		

Module 1

	Micromodule	Hours	Instructor	Email
1	Basics of Management	12	Erica Santini	erica.santini@unitn.it

Course objectives

Basics of Management is an introduction to the fundamental principles and practices of modern management. The purpose of the module is to provide a set of integrated frameworks highlighting why firms exist, and how these business organizations are structured and function.

Drawing upon transaction cost thinking, each organisation is treated as a work in progress that has permeable boundaries and may always give birth to new enterprise. The module also aims at providing a practice-based introduction to understanding of business strategy and the relationship between business strategy and goals. Learning is facilitated and reinforced through the analysis of case studies and class discussions.

Content summary

- What is management?
- The market and the nature of the firm
- Organization and Functions
- The strategy
- Production
- Knowledge and Culture

Teaching methods

- Lectures
- Case analyses
- Teamwork

Module 2

	Micromodule	Hours	Instructor	Email
2	Foundations of Product Management	12	Oksana Tokarchuk	oksana.tokarchuk@unitn.it

Course objectives

Product management is a discipline that oversees the strategic planning, development, and successful launch of products or services. It covers the entire lifecycle, from conception to ongoing improvement. Product managers act as bridges between engineering, design, marketing, and sales teams to ensure customer satisfaction, business goals, and market competitiveness. They drive innovation by identifying customer needs, planning strategically, fostering collaboration, prioritizing features, embracing iterative development, and executing effective go-to-market strategies.

The Foundation of Product Management is a course designed to introduce Absolute Beginners to the fundamental concepts and skills necessary to excel in the field of product management.

Whether you have yet to gain prior experience or are looking to strengthen your foundational knowledge, this course will provide you with the essential principles and techniques to kickstart your journey as a product manager. Over 12 academic hours, we will explore key topics such as product lifecycle, unit economics, agile methodologies, product analytics, research methodologies, and more.

Content summary

- Introduction to Product Management

In this introductory session, we will familiarize ourselves with the role of a product manager and gain an understanding of the product lifecycle. We will delve into the various stages of the lifecycle and explore the importance of each phase. Additionally, we will discuss unit economics and its significance in product management.

- Agile Methodologies

Agile methodologies have revolutionized the product development process, enabling teams to adapt quickly and deliver value to customers. During this session, we will explore the difference between agile and waterfall methodologies. We will focus on popular frameworks such as Scrum and Kanban, learning how to manage product backlogs, sprints, and iterations effectively. Furthermore, we will discuss the importance of collaborating with cross-functional teams and stakeholders in an agile environment.

- Product Analytics

Data-driven decision making is at the heart of successful product management. In this module, we will dive into the world of product analytics. We will explore the purpose and significance of metrics, including the concept of a north star metric that guides product success. Through practical lectures, we will examine various techniques and tools for collecting, analyzing, and interpreting product data. Participants will gain hands-on experience in leveraging analytics to make informed product decisions.

- Research Methodologies

Understanding the needs and preferences of your target audience is crucial for building successful products. In this module, we will explore effective market research techniques. We will learn how to conduct surveys, interviews, and data analysis to gather valuable customer insights. Additionally, we will cover the concept of user personas and journey mapping, which aid in developing a deeper understanding of user behaviors and experiences. Participants will gain practical knowledge in applying these methodologies to enhance their product understanding.

Module 3

	Micromodule	Hours	Instructor	Email
3	Free Open Source Innovation	12	Lorenzo Lin Angeli, Alessandro Rossi	alessandro.rossi@unitn.it lorenzolin.angeli@unitn.it

Course objectives

Free Open Source Innovation is an engaging and interactive course, designed to explore the transformative power of open-source principles in today's economic and entrepreneurial

landscape. Through a series of stimulating lectures, real-world case studies and collaborative activities, participants will gain an in-depth understanding of the strategic, economic and technological implications of open source for value creation and business models in the fields of software, data, hardware and artificial intelligence.

Content summary

- Fundamentals: Free Software and the roots of openness
- From Free Software to Open Source: ideologies and licences
- Collaborative models in open source
- Business models and open-source ecosystems
- Beyond software: open data and open hardware
- Open source and artificial intelligence

Learning Objectives

- Students will have gained an in-depth understanding of the strategic benefits and challenges associated with adopting free and open-source models
- Students will be able to analyse and evaluate real-world business cases that adopt open-source strategies
- Students will have developed their ability to think strategically about innovation and collaboration in the technology sector
- Students will be ready to apply open-source principles to their own projects, start-ups or future careers in the technology sector