MAIN

M aster in Innovation Management

Department of Economics and Management
University of Trento

Sant'Anna School for Advanced Studies
Pisa
DEPICTING INNOVATION

technology alone is not relevant

novelty is significant, but not always the core issue

innovation means

  finding new solutions to old and new organizational issues and customer needs

  building value-added solutions

renew/enlarge the portfolio of solutions: products, services, markets, methods, practices

innovation is a strong managerial concern
# PROGRAM OVERVIEW

<table>
<thead>
<tr>
<th>Title awarded</th>
<th>Master of Science (‘Laurea magistrale’) in Innovation Management</th>
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<tbody>
<tr>
<td>Intake</td>
<td>End August each year</td>
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<tr>
<td>Duration</td>
<td>2 years full-time; mandatory attendance</td>
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<tr>
<td>Language</td>
<td>English</td>
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<tr>
<td>Class size</td>
<td>Up to 28 students</td>
</tr>
<tr>
<td>Application deadlines</td>
<td>February 20\textsuperscript{th} (all); \textbf{June 12\textsuperscript{th} 12PM (EU only)}</td>
</tr>
<tr>
<td>Minimum requirements</td>
<td>Bachelor’s degree, English, computer competence</td>
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<tr>
<td>Selection criteria</td>
<td>English test, CV, motivation letter, references, GMAT</td>
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<tr>
<td>Program Structure</td>
<td>First year in Trento, Second year in Pisa</td>
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<tr>
<td>Accommodation</td>
<td>Trento (first year): choice of University apartments</td>
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<tr>
<td></td>
<td>Pisa (second year): some school facilities</td>
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<tr>
<td>info</td>
<td>\url{<a href="http://international.unitn.it/main/%7D">http://international.unitn.it/main/}</a></td>
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GOALS & FUNDAMENTALS

To provide a problem solving perspective for business and administration

Interdisciplinary approach: technology, management, information and knowledge, economics, organizational behavior, and leadership

Goal: learn to transform a “smart” idea into a true company/market success

Challenge: understanding innovations while keeping in mind that the final goal is to create more competitive firms and more effective and efficient organizations
GOALS & FUNDAMENTALS

Whole program in English
Mix of Italian and foreign students in class
An optimal size class (max 28 people this A.Y.)
Strong focus on post-graduation placement
  Network of relationships with international partner companies
  On-campus job talks with selected partners
Matching study and work right from the beginning
Internships in international contexts (firms/institutions)
Students learn to cope with real pressure and issues
Focus on markets & decision-making from the firm’s view:
management, industrial organization, overall environment
FIRST YEAR IN TRENTO

Crash courses: Economics, ITC, Statistics, Law
Economics of Innovation Processes
Industrial Dynamics
Startup Lab + Strategy & Innovation Management
Data Analysis and Forecasting
Intellectual Property and Competition Law
Information Technology (IS-KM or ITC Product Design)

Electives (build your own specialization here!):
  International Entrepreneurship
  Foundations of Industrial Biotech (CIBIO)
  ...

Doing Business in International Contexts
SECOND YEAR IN PISA

Advanced Topics in Economics of Tech Change
Financial Metrics for Business and Services
Open Innovation Modeling and R&D
Managing Innovation Laboratory
Managing Performance in Healthcare
ICT: Business Intelligence and CRM
Electives:
  Marketing Service
  Financing Innovation
Internship
Master Thesis
TEACHING & LEARNING STYLE

Very few traditional lectures
  case-based learning
  simulations and business games
  labs and group work
  paper/report writing assignments

Guest lectures
Internship experience and final dissertation
Dedicated study lounge
## PLACEMENT AND EMPLOYMENT

<table>
<thead>
<tr>
<th>Employment ratio within one year of graduation</th>
<th>Some employers</th>
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<tbody>
<tr>
<td>2014: 86%</td>
<td>Consultancy: Accenture, KPMG, Deloitte, BCG, …</td>
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<tr>
<td>2015: 86%</td>
<td>Multinational firms: IBM, General Electric, BMW, LinkedIn, …</td>
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<tr>
<td>2016: 88%</td>
<td>Italian global companies: Piaggio, Sole24Ore, Loccioni Group…</td>
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<tr>
<td>2017: 86%</td>
<td>Higher education (PhD): S.Anna, University College, …</td>
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<table>
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<tr>
<th>Average salary</th>
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<tbody>
<tr>
<td>2014: € 1476</td>
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<tr>
<td>2015: € 1626</td>
<td></td>
</tr>
<tr>
<td>2016: € 1263</td>
<td></td>
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<tr>
<td>2017: € 1563</td>
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</table>
IMPORTANT INFORMATION

Appl. deadlines: February 20th, June 12th (12PM)
Intensive course start: late August
Minimum requirements: BA/BS, English language certification (TOEFL, IELTS or similar)
Selection based on: CV, international tests score (GMAT, GRE), English proficiency level (TOEFL, IELTS, or similar), motivation letter, references
Tuition fees: variable (UE/Non UE)
Scholarships are available
Prof. **Loris Gaio**  
Co-director MAIN (Trento)  
loris.gaio@unitn.it

Prof. **Lino Cinquini**  
Co-director MAIN (Pisa)  
lino.cinquini@sssup.it

Dr. **Martina Nardelli**  
Selection process  
main@unitn.it

http://international.unitn.it/main/