



COURSE DETAILS

"AGRI-FOOD FIRMS INNOVATION & MANAGEMENT"

SSD AGR/01

DEGREE PROGRAMME: FOOD SCIENCE AND TECHNOLOGY

ACADEMIC YEAR 2021-2022

GENERAL INFORMATION – TEACHER REFERENCES

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GENERAL INFORMATION ABOUT THE COURSE

YEAR OF THE DEGREE PROGRAMME (I, II, III): II

SEMESTER (I, II): I

CFU: 6

REQUIRED PRELIMINARY COURSES (IF MENTIONED IN THE COURSE STRUCTURE “ORDINAMENTO”)

Marketing & Consumer Science

PREREQUISITES (IF APPLICABLE)

LEARNING GOALS

The course aims to introduce the basic concepts of innovative processes and put into practice the tools necessary for the management of innovations in the agri-food firms. Particular emphasis will be given to the theoretical foundations of the innovation process but also to the development of the skills necessary for the implementation and management of innovations. Reference will be made to investment evaluation tools and intellectual property protection systems. Finally, the innovation strategies of small and medium-sized enterprises will be explored with a focus on the agri-food sector.

EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)

Knowledge and understanding

The student must demonstrate knowledge and understanding of how the innovation process takes place, understanding the interdisciplinary relationships that lead to the definition of a creative idea up to its practical implementation and commercialization. The student must understand the basics of the forms of collaboration that characterize innovative entities, including how to protect innovations and understand the sources of funding for innovative entities.

Applying knowledge and understanding

The student must have the ability to apply interdisciplinary knowledge of product management and innovative processes to solve the problems posed by corporate implementation strategies. In addition, he will have to apply the knowledge on the innovation process in the company with a practical case study. In particular, the student will be able to implement the theoretical notions in the context of an original product innovation strategy for an agri-food company.

COURSE CONTENT/SYLLABUS

Part I: Sources and forms of innovation (1 CFU)

Part II: Timing for entering in the market (1 CFU)

Part III: Collaboration and financing strategies for innovative entities; Protection of innovations (2 CFU)

Part V: Management of the innovation team and management of the innovation process (1 CFU)

Part VI: Innovation strategies in small and medium-sized enterprises (1 CFU)

READINGS/BIBLIOGRAPHY

Book: M. Schilling, F. Izzo -Gestione dell’Innovazione – IV edizione – McGraw Hill

ISBN: 978-88-386-1552-8

Lecture notes and other material made available on the professor's website (<http://docenti.unina.it>)

TEACHING METHODS

The teacher will carry out lectures for 90% of the total hours; 10% exercises to provide practical indications for carrying out group work. The didactic material will be available at the end of the theoretical reference lesson.

EXAMINATION/EVALUATION CRITERIA

a) Exam type:

Exam type	
written and oral	X
only written	
only oral	
project discussion	X
other	

In case of a written exam, questions refer to: (*)	Multiple choice answers	
	Open answers	X
	Numerical exercises	

(*) multiple options are possible

b) Evaluation pattern:

The written test will compete for 75% of the final grade. The remainder 25% will be determined: a) on the basis of the discussion of the project from the group work; b) the student can choose to take an oral exam, instead.

The written test will consist of 10 open-ended questions, which will be evaluated with a score from 0 to 30. The final mark will be given by the average of the individual answers. An evaluation of 18 in this test is the minimum required to pass the exam. Time available for the written test: 90 minutes.

The final project work will be evaluated with a public discussion following the end of the course and will be evaluated from 0 to 30, it will weigh for 25% of the final grade. The student can alternatively choose to take an oral exam which will be evaluated from 0 to 30, the weight will also be equal to 25% of the final grade.

NOTE FROM THE PROFESSOR

At least 30 days must elapse between a failed exam and the student's admission to the next exam session.