



8417 - PRODUCT INNOVATION AND MARKET CREATION

PROGRAM ACADEMIC YEAR 2008-2009

Class 22

Instructor: Boris Durisin
Tutor: Deborah Raccagni

Day	Hour	Classroom
Wednesdays	08.45-10:15	N32
Thursdays	13.00-14:30	N32
Tuesday, March 10	10.30-12:00	Maggiore
Wednesday, May 27	10.30-12:00	Maggiore

Objectives and structure of the course

Objectives of the course

Despite the relevance innovation has for organizational market success, few companies have mastered their ability to identify, create and exploit opportunities for innovation on a systematic basis. Why are some organizations routinely more innovative than others? What capabilities must be developed? These issues are explored in this course.

The course provides a set of integrated frameworks and tools to effectively design and manage the strategies, processes, and organizational structures required for innovation. It provides the conceptual tools to understand the nature and characteristics of different types of innovation, as well as practical insights on how to design and manage a new product development process.

Course Content Summary

I Part - Innovation Strategy

- Defining innovation strategies;
- New product development as a proactive process.

II Part - Opportunities Identification and Development

- Market analysis and identification of innovation opportunities;
- Idea generation: concept and tools.

III Part - New Product Design and Test

- Perceptual mapping and key benefits identification;
- Methods and tools for eliciting consumer needs;
- New product design: concept and techniques;
- Product and market testing.

IV Part - Process Implementation

- Organizing for new product development

Course Material

Attending students

Required material:

- Tollin K., Carù A. (ed.) 2008. *Strategic Market Creation. A New Perspective on Marketing and Innovation Management*. UK: Wiley. (select chapters)
- Cases, handouts, material distributed through course reserve (Please note that CdB, chapters 9 and 18 are required, not solely suggested, course material for attending students)
- Personal class notes
- Testimonials

Suggested material/Background reading

- Crawford M., Di Benedetto A. *New Products Management*, McGraw-Hill, 8th or 9th edition. [CdB]

Non attending students

- Crawford M., Di Benedetto A. *New Products Management*, McGraw-Hill, 8th or 9th edition (chapters 2 to 18; not included chapter 13).

Assessment method

Attending students

The individual evaluation is composed by the evaluation of following components: Group project results (40%), individual discussion and evaluation of output, if requested (20%), final, individual, written exam (40%).

Day	Time	Form of evaluation
June, 8	10.30	Written exam
July, 8	10.30	Written exam
November	to be defined	Written exam

Non attending students

Written exam

Ricevimento studenti/Receiving hours

I docenti del corso sono disponibili al ricevimento studenti (<http://www.unibocconi.it> > [Scuole e Programmi](#) > [Orari Aule Calendari](#) > [Orario di Ricevimento Docenti](#)).

Si ricorda di verificare sempre eventuali spostamenti di orario e luogo sul sito Bocconi.

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<i>Day/Time</i>	<i>Session</i>	<i>Topic</i>	<i>Instructors</i>	<i>Material to distribute or reference material</i>
February, 18	Session 01	Innovation and new market creation	Durisin	Handouts
February, 19	Session 02	Introduction to the course: Rules of the game	Durisin	SMC 08, 09
March, 4	Session 03	New product success: Basics of the process	Durisin	SMC 10 Caso: Apple Inc. 2008
March, 5	Session 04	New product success: Product Innovation Charter & Business Plans	Durisin	Handouts; case for March, 18 session [CdB 2, 3]
<i>Tuesday</i> March, 10: 10:30	Session 05	Group project presentation: Guest lecture Nokia	Durisin Raccagni	<i>Classes 21, 22, 23</i> Handouts
March, 12	Session 06	New product success: Product Innovation Charter & Business Plans	Durisin	Handouts
March, 18	Session 07	Opportunity identification and concept generation: Gap analysis	Durisin	Case Handouts [CdB 6, 9]
March, 19	Session 08	Opportunity identification and concept generation: Gap analysis	Durisin	Crawford M., Di Benedetto (2003) A. New Products Management, McGraw-Hill. Cap. 9: Concept testing Case: Delivery of output
March, 25	Session 09	Group work on project	Durisin Raccagni	Case for April, 16 session
April, 15	Session 10	Opportunity identification and concept generation: Empathic design, lead user analysis, product templates	Durisin	SMC 01, 03, 13 Video: Food on the Fly Case Innovation at 3M Corp
April, 16	Session 11	Project evaluation: Concept testing	Durisin	Case
April, 22	Session 12	Market testing and market sizing	Durisin	[CdB 8, 11, 17]
April, 23	Session 13	Market testing and market sizing	Durisin	Handouts
April, 29	Session 14	Group work on project	Durisin Raccagni	
April, 30	Session 15	Market testing and market sizing	Durisin	Crawford M., Di Benedetto A. New Products Management, McGraw-Hill, 2003. Cap. 18: Market Testing
May, 6	Session 16	Organizing for innovation	Durisin	SMC 04, 07
May, 7	Session 17	Lightweight and heavyweight teams	Durisin	Handouts
May, 13	Session 18	Open innovation	Durisin	Handouts
May, 14	Session 19	The challenge of organizational innovation: A wrap-up	Durisin	Handouts
May, 27 10:30	Session 20	Group presentation: Nokia project	Durisin Raccagni	<i>Classes 21, 22, 23</i> Aula Maggiore