COURSE DETAILS

"INNOVATION MANAGEMENT IN LIVESTOCK FARM"

SSD AGRI-01/A (EX AGR/01)

DEGREE PROGRAMME: PRECISION LIVESTOCK FARMING

ACADEMIC YEAR 2025-2026

GENERAL INFORMATION – TEACHER REFERENCES

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GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE:
MODULE: INNOVATION MANAGEMENT IN LIVESTOCK FARM
CHANNEL:
YEAR OF THE DEGREE PROGRAMME: I
SEMESTER: II
CFU: 5

REQUIRED PRELIMINARY COURSES (IF MENTIONED IN THE COURSE STRUCTURE "ORDINAMENTO")
none

PREREQUISITES (IF APPLICABLE)
none

LEARNING GOALS
At the end of the course students should be able to understand the key concepts of innovation, their relationship with economics and with the organizational environment, and their overall impact on management and firm organization. In addition, students should be capable to identify the strategic and organizational challenges involved in managing innovation in livestock farms. A specific focus will be on the economic appraisal of innovations in livestock farming.

EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)

Knowledge and understanding
Students will acquire the following knowledge and skills:
a) ability to analyse and fully understand the processes and mechanisms for innovation generation and management;
b) judgement skills enabling managerial decisions related to innovation evaluation;
c) communication skills regarding analytical procedures and interaction with firm managers;
d) learning ability related to the interpretation of innovation analysis and management.
e) element of agricultural economic appraisal

Applying knowledge and understanding
Students should be capable to understand:
- Core issues and practicalities of innovation management in livestock farms;
- Technological innovation development and dissemination;
- Innovation evaluation procedures in livestock precision farming;
- Livestock farming innovation management tools and measurements.
In addition, students will be enabled to evaluate the effectiveness and usefulness of the different analytical tools available to manage innovation in livestock farms. Students will be capable to effectively communicate models of innovation, business models of innovation and value creation. They will develop the ability to understand the conceptual frameworks and analytical tools needed to implement innovation strategies in livestock farms. They will also learn how to select the most appropriate evaluation method to compare/select different innovation options, and the most effective tools to formulate and develop innovation strategies and assess and resolve managerial challenges.

COURSE CONTENT/SYLLABUS

LECTURES	ORE
- Definition and types of innovation	**2**
o *Product innovations, process innovations, service innovations*	**4**
- *Main theories of innovation*	**2**
- *Types of innovations*	**2**
- *Sources of innovation*	**2**
o *Sources of innovation: association and adaptation processes*	**2**
o *Analogy and serendipity/chance processe*	**2**
- Innovation process: research and development phase; commercialization phase	**3**
- Innovation process: Technology push and market pull	**4**
- Managerial strategies to plan and implement innovation in livestock firms	**4**
- Business model Canvas	**3**

TOTAL	**30**
Practical Execises	
Presenting innovations through the Business Model Canvas	**6**
Principles of Valuation	**6**
Introduction to Financial Statements	**4**
Investment analysis	**4**
TOTAL	**20**

READINGS/BIBLIOGRAPHY

•*Smith, D. (2010). Exploring Innovation (3rd ed.). London: McGraw-Hill Higher Education.*
• *Lecture notes provided during the course on specific case studies in livestock farming innovations.*

TEACHING METHODS

Teaching will be so subdivided: a) lectures for approx. 60% of total hours; b) practical exercises for approx.. 40 % of total hours

EXAMINATION/EVALUATION CRITERIA

a) **Exam type:**

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

In case of a written test, the questions are:	**multiple choice**	X
	Open ended	X
	Numerical exercises	

b) **Evaluation pattern:**
   The final exam will be oral after the course is completed. It will consist of several questions covering all subjects presented during the course. To pass the exam a minimum of questions must be answered sufficiently. Moreover, it will consist of an oral presentation in which students will have to present a business idea by framing it within the Canvas business model framework.

   For the evaluation, the "Regulation for Guidelines_for_exams_management" approved by the Didactic Coordination Committee of the Master Degree in Precision Livestock Farming will be considered.