MANAGING RESEARCH AND INNOVATION: PUBLIC RESEARCH PROGRAMMES FOR BUSINESS AND ACADEMIA

The course will focus on public programmes fostering research and innovation, both in academia and in businesses. It will mainly address the European Union efforts for stimulating growth and innovation, linking the EU strategy to public research programmes and to innovation in companies.

It is aimed both at students in science/engineering and in business/economy as it will attempt to make a link between economic and social competitiveness of societies, and public research programmes.

Managing publicly funded research and innovation projects, or public programmes funding these projects, requires the knowledge of the rules developed by the programming agencies. These have been evolving over years and greatly differ from country to country.

What is more important to determine priorities for managers of research and innovation is to understand the rationale which generated these programmes as well as the drivers on which these rationales are based.

This course follows the guidelines set by recent evidence based policy making practices. The main policy drivers are identified, then the current situation is analysed putting into evidence the main policy options. Finally, the EU (European Union) chosen policies and their rationale are given. Understanding these elements and rationale should allow public or private managers to steer and orient their research and innovation policies.

It will comprise four modules to be delivered in four 2 hour courses:

1. The XXIst Century challenges and the Lisbon strategy of the European Union
   - Major drivers for change in the XXIst century
   - The rationale of the Lisbon strategy of the European Union
   - Growth and innovation in the European Union

2. The 7th EC Research Framework Programme (2006-2013) – A tool for growth and innovation
   - EU research, the story so far
   - European strength and weaknesses in research
− The Cooperation programme
− The Capacities programme
− The People programme
− The Ideas programme – the European Research Council
− Managing the EC research Framework Programme

3. Public programmes for research and innovation in the European Research Area
− Why investing public funds in research and innovation programmes
− Towards a more structured European Research Area
− Co-ordination of research in Europe, towards Joint Programming of research

4. Managing research and innovation in small businesses (SMEs)
− Research and Innovation in small businesses
− SME Public research programmes
− Innovation in an ageing EU