

SARDAR PATEL UNIVERSITY

Programme: BBA (GENERAL)

Semester: II

Syllabus with Effect from: November/December-2011

Paper Code: UM02CBBA02	Total Credit:3
Title Of Paper: Management Of Innovation	

Unit	Description in detail	Weighting (%)
I	Innovation Management Meaning – Importance – Need – Process – Principles – Models – Innovation as a process – Practices	25 %
II	Creativity and Business Idea Sources of Ideas – Methods Generating New Ideas – Opportunity Recognition Testing the Ideas – New Product Development – Considerations for New Product Development – Models of New Product Development	25 %
III	Creative Problem Solving and Opportunity Brainstorming – Methods of Problem Solving – Parameter Analysis Evaluation criteria – Methods of Opportunity Identification – E-commerce And Business Opportunity	25 %
IV	Planning and Sequencing Change for Innovation Organising Change Program – Determining What to Change – Sequencing Changes and Planning the Change Process – Manager’s Role in Implementing Change – Framework for Understanding Manager’s Role	25 %

Basic Text & Reference Books:

- James A Christiansen, “Competitive Innovation Management”, published by Macmillan Business, 2000.
- Paul Trott, “Innovation Management & New Product Development”, published by Pitman, 2000.
- S S George, “Managing innovation in the New Millennium”, The ICFAI Press, 2004.

