

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with Effect from: December - 2013

Paper Code: UM02CBBA09	Total Credit:3
Title Of Paper: Management for Innovation (Revised)	

Unit	Description in detail	Weightage (%)
I	Innovation Management Meaning-Characteristics-Importance-Process of Innovation-Principles of Innovation-Model (Interactive, Simultaneous, Linear & Serendipity Models)	25 %
II	Business Idea & Creativity Concept & Sources of Business Ideas-Methods Generating New Ideas-Concept of Creativity-Importance of Creativity in Idea Generation-Creativity Process-Hurdles to Creativity.	25 %
III	Tools for Innovation Creativity Thinking-Traditional v/s Creative Thinking-Individual Creativity Techniques (Meditation, Self Awareness, Creative Focus, Intuition & Doodling) – Group Creative Techniques (Brain Storming, Reverse Brainstorming, OTW thinking & Thinking Hat Method).	25 %
IV	Areas of Innovation Product Innovation (Concept, Packaging & Positioning Innovation)-Process Innovation (Concept, Requirement & Types (Benchmarking – TQM – Business Process Reengineering)).	25 %

Basic Text & Reference Books:

- Paul Trott, Innovation Management & New Product Development, Published by Pitman,2000
- Innovation Management by Krishnamacharyulu & Lalitha, Himalaya Publication.
- James A Christiansen, Competitive Innovation Management, Published by Macmillan Business, 2000.
- S S George, Managing Innovation in the New Millennium ,The ICFAI Press,2004

