

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with effect from: DECEMBER 2018

Paper Code: UM02CBBA24	Total Credit:3
Title of paper: INNOVATION MANAGEMENT	

Unit 1: Innovation & Creativity **25%**

Innovation: Concept, characteristics, Importance, Principles of innovation, Process of Innovation.

Creativity: Concept of creativity, Creativity process, Hurdles to creativity.

Unit 2: Innovation Management **25%**

Concept, Scope, Characteristics, Evolution of Innovation management, Significance, Factors influencing innovation

Unit 3: Tools for Innovation **25%**

Creativity thinking: Traditional v/s Creative thinking, Individual creativity

Techniques: Meditation, Self-awareness, & Creative Focus

Group Creative Techniques: Brain storming, Off The Wall Thinking & Thinking Hats method.

Unit 4: Areas of Innovation **25%**

Product Innovation: Concept, packaging and positioning innovation; Process

Innovation: Concept, requirement & types: Benchmarking-TQM-Business

Process Reengineering

Reference Books :

- Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.
- Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
- James A Christiansen, "Competitive Innovation Management" , published by Macmillan Business, 2000.
- S S George, "Managing innovation in the New Millennium", The ICFAI Press, 2004.