

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (GENERAL)**  
**Semester: II**  
**Syllabus with Effect from: Nov./Dec., 2019**

<b>Paper Code: UM02CBBA54</b>	<b>Total Credit:3</b>
<b>Title of paper: INNOVATION MANAGEMENT</b>	

**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.