

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: IV
Syllabus with effect from: December 2012

Paper Code: UM04CBBS04	Total Credits: 3
Title Of Paper: Management for Innovation	

Unit	Description in detail	Weightage (%)
1	Innovation Management: Meaning, Importance, Need, Process, Principles, Models, Innovation as a process, Practices	25 %
2	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 %
3	Creative Problem Solving and Opportunity: Brainstorming, Methods of Problem Solving, Parameter Analysis, Evaluation criteria, Methods of Opportunity Identification, E - Commerce and Business Opportunity	25 %
4	Planning and Sequencing Change for Innovation: Organizing Change Problem, 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"- Macmillan Business, 2000.
- Paul Trott, "Innovation Management & New Product Development"- Pitman 2000.
- S.S George, "Managing Innovation in the new Millennium", - The ICFAI Press.

