

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: 2019-20
UM04CBBS24 MANAGEMENT FOR INNOVATIONS

Credit:03
Marks:100

Unit 1	Innovation Management Meaning – Importance – Need – Process – Principles – Models – Innovation as a process – Practices	25%
Unit 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%
Unit 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%
Unit 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%

Reference Books:

1. James A Christiansen “Competitive Innovation Management”- Macmillan Business, 2000.
2. Paul Trott, “Innovation Management & New Product Development”- Pitman 2000.
3. S.S George, “Managing Innovation in the new Millennium”, - The ICFAI Press.

Evaluation:

Internal: 40 marks (theory)

External: 60 marks (theory) – two hour examination