



Bachelor of Business Administration
B.B.A (ISM) Semester-IV

Course Code	UM04CBBS74	Title of the course	Management for Innovation
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. Management for Innovation principally necessitates imaginative thinking, combined with the collection of relevant information and an initiative to obtain greater benefits from available resources.
	2. Innovation has more to do with the adaptability that it has with inventing. Successful innovation mandates that the process embraces any changes in the environment and changes itself so that it can deliver better results.
	3. The process of innovation invariably includes the component of risk, as newer paths are discovered, and uncharted territory is explored. Risk-taking is an irreplaceable element of innovation.

Course Content		Weightage
Units	Description	
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%





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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%

Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study
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COURSE OUTCOMES:

1	To draw powerful strategies for an organization.
2	Capturing innovative ideas in students.
3	Determine the ability to understand the improvement in productivity.
4	Enhanced the competitive skill for business development.

REFERENCES:

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.





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