

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Information Technology Management)**  
**Semester: II**  
**Syllabus with effect from: November/December-2011**

<b>Paper Code: UM02CBB107</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Management for Innovation</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
I	<b>Innovation Management</b> Meaning – Importance – Need – Process – Principles – Models – Innovation as a process - Practices	25%
II	<b>Creativity and Business Idea</b> 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 %
III	<b>Creative Problem Solving and Opportunity</b> Brainstorming – Methods of Problem Solving – Parameter Analysis – Evaluation criteria – Methods of Opportunity Identification – E-commerce And Business Opportunity	25 %
IV	<b>Planning and Sequencing Change for Innovation</b> Organising Change Program – 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” , published by Macmillan Business, 2000.
- Paul Trott, “Innovation Management & New Product Development”, published by Pitman, 2000.
- S S George, “Managing innovation in the New Millennium”, The ICFAI Press, 2004.

