

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: II

Syllabus with effect from: Nov./Dec., - 2019

Paper Code: UM02DBBI53	Total Credit:3
Title of paper: Innovation Management	

Unit	Description in Detail	Weightage
1	Innovation & Creativity Innovation: Concept, characteristics, Importance, Principles of innovation, Process of Innovation. Creativity: Concept of creativity, Creativity process, Hurdles to creativity.	25%
2	Innovation Management Concept, Scope, Characteristics, Evolution of Innovation management, Significance, Factors influencing innovation	25%
3	Tools for Innovation 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.	25%
4	Areas of Innovation Product Innovation: Concept, packaging and positioning innovation; Process Innovation: Concept, requirement & types: Benchmarking-TQM-Business Process Reengineering	25%

Basic Text & 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.