



Bachelor of Business Administration  
 BBA (ITM) -Semester - II

<b>Course Code</b>	<b>UM02DBBI73</b>	<b>Title of the Course</b>	<b>INNOVATION MANAGEMENT</b>
<b>Total Credits of the Course</b>	<b>03</b>	<b>Hours per Week</b>	<b>03</b>

<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. The Course is designed to reap the economic benefits of new technological inventions by commercializing in time to meet the needs of entrepreneurs.</li> <li>2. The course will identify the difference between creativity and innovation and will increase the awareness about the importance of creativity and innovation among the students.</li> <li>3. It will help to develop and recognize students own creativity and carry out innovative work in an effective way.</li> <li>4. It also exposes and motivates the students to apply problem solving steps and tools for carrying out creative and innovative work.</li> <li>5. The course helps the students to get into and out of the technologies faster and more efficiently.</li> </ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Innovation &amp; Creativity</b> <b>Innovation:</b> Meaning, Concept, Characteristics, Importance, Principles of Innovation, Process Of Innovation. <b>Creativity:</b> Meaning, Concept, Importance, Creativity Process, Hurdles To Creativity.	<b>25 %</b>
<b>2.</b>	<b>Innovation Management</b> Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing Innovation	<b>25 %</b>
<b>3.</b>	<b>Tools for Innovation</b> <b>Creativity Thinking:</b> Traditional V/S Creative Thinking, <b>Individual Creativity Techniques:</b> Meditation, Self-Awareness, &Creative Focus <b>Group Creative Techniques:</b> Brain Storming, off The Wall Thinking &Thinking Hats Method.	<b>25 %</b>
<b>4.</b>	<b>Areas of Innovation</b> <b>Product Innovation:</b> Concept, Packaging And Positioning Innovation <b>Process Innovation:</b> Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering	<b>25 %</b>





<b>Teaching-Learning Methodology</b>	These are Teacher's and Learners Centric Methods and it facilitates student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment. This class will involve a blend of lecture, large- and small- group discussion, in-class collaborative creation and an interactive experiential learning.
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<b>Evaluation Pattern</b>		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

<b>Course Outcomes</b>	
1.	<ul style="list-style-type: none"><li>• The students will understand the concept of Innovation &amp; Creativity which will build a foundation in creative thinking among the students.</li><li>• The students will gain knowledge on Innovation &amp; Creativity process, principles and hurdles in creativity.</li></ul>
2.	The students will acquire knowledge regarding scope, characteristics, evolution, and significance of Innovation Management.
3.	The students will acquire knowledge regarding Tools For Innovation through Individual and Group Creative Techniques. This will develop skills for analyzing innovations.
4.	The students acquire knowledge regarding Areas of Innovation and will learn about Product and Process Innovation, Benchmarking, TQM and Business Process Reengineering.





Suggested References	
Sr. No.	References
1.	Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
2.	James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000.
3.	Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.
4.	Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001.
5.	S. S. George, "Managing innovation in the New Millennium", The ICFAI Press, 2004.
6.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.

On-line resources to be used if available as reference material
On-line Resources
<a href="https://youtu.be/FXJUDyqobbM">https://youtu.be/FXJUDyqobbM</a>
<a href="https://youtu.be/FF_38_ZuRbQ">https://youtu.be/FF_38_ZuRbQ</a>
<a href="https://youtu.be/33JjV_NDbpY">https://youtu.be/33JjV_NDbpY</a>
<a href="https://youtu.be/DNUwZctwwhw">https://youtu.be/DNUwZctwwhw</a>
<a href="https://youtu.be/_PC1qbAhKz0">https://youtu.be/_PC1qbAhKz0</a>
<a href="https://youtu.be/wbFVNBNi7Bk">https://youtu.be/wbFVNBNi7Bk</a>
<a href="https://youtu.be/kfpERveB8kM">https://youtu.be/kfpERveB8kM</a>
<a href="https://youtu.be/Y6R9ps2E1oM">https://youtu.be/Y6R9ps2E1oM</a>
<a href="https://youtu.be/66N5SM73AEc">https://youtu.be/66N5SM73AEc</a>
<a href="https://youtu.be/1YLtkc6U3Rs">https://youtu.be/1YLtkc6U3Rs</a>
<a href="https://youtu.be/Ej5niRS-h7k">https://youtu.be/Ej5niRS-h7k</a>

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