

## Course Title: Innovation Management

Course Code	: 17BA4TI	External Marks	: 60
Core / Elective	: Core	Internal Marks	: 40
Credits	: 3	Contact Periods	: 3
Year/Semester	: II year/II semester	Tutorial Periods	: 2

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### Course Objectives

This course seeks:

1. To provide a basic understanding of innovation, its taxonomy and the related organizational processes as well as enabling mechanisms.
2. To Appreciate the role that compulsory licenses, fair dealings, term extension and other key concepts play in the new innovations.
3. To solve problems and build innovations and ensure technology adoption and diffusion.
4. To successfully manage its intellectual assets to gain competitive advantage through the effective innovation management.
5. To equip students with skills to transform research outputs into innovative products and services.

### Course Outcomes

At the end of this course, students will:

1. Restate the definitions and concepts of invention, design, research, technological development and innovation, processes and methods of creative problem solving.
2. Interpret information on national and international IPR issues.
3. Develop the ability of formulating Managerial strategies to shape innovative performance.
4. Apply the tools of innovation management to measure innovative activities.
5. Make use of the ability to diagnose and provide effective solutions to innovation challenges.

**Unit 1- Definitions and Typology:** Creativity - measurement – process - techniques - Definition of Innovation - Types of innovation (Product, Process and Organization) – barriers to innovation.

**Unit 2- Intellectual Property:** Patents - Copyrights - Trademarks - Geographical Indications - Legal Aspects.

**Unit 3- Processes and Mechanisms:** Models of Innovation - Sources and Transfer of Innovation - Strategizing for Innovation – technology adoption and diffusion.

**Unit 4- Bottom-of-Pyramid (BOP) Innovations:** Nature of BoP markets – Dominant Logic – Products and Services for the BOP – Business model innovations.

**Unit 5- Contemporary Issues:** Managing disruptive innovations – Concepts of Open Innovation and Jugaad Innovation.

**Case Study:** Compulsory. Relevant cases have to be discussed in each unit.

## Reference Books

1. Afuah, Alan, "Innovation Management", Oxford University Press, New York, 2003.
2. *Nigel King, Neil J. Anderson*, "Managing Innovation and Change: A Critical Guide for Organizations", Thomson Asia, Singapore, 2003.
3. Prahalad, "The Fortune at the Bottom of the Pyramid", Wharton School Publishing, New Jersey, 2004.
4. *Henry Chesbrough*, "Open Innovation", Harvard Business School Press, Boston, 2005.
5. *Erik A. Rothand Scott D. Anthony, Clayton M. Christensen*, "Seeing what's Next", Harvard Business School Press, Boston, 2004.
6. *Navi Radjou, Jaideep Prabhu and Simone Ahuja*, "Jugaad Innovation, Jossey-Bass", San Francisco, 2012.