

## Innovation Management

<b>Course Code</b>	21BA4T1	<b>Year</b>	II	<b>Semester</b>	II
<b>Course Category</b>	Core	<b>Branch</b>	Business Administration	<b>Course Type</b>	Theory
<b>Credits</b>	4	<b>L-T-P</b>	4-0-0	<b>Prerequisites</b>	Strategic Management
<b>Continuous Internal Evaluation</b>	30	<b>Semester End Evaluation</b>	70	<b>Total Marks</b>	100

### Course Outcomes

Upon successful completion of the course, the student will be able to:

<b>CO1</b>	<b>Identify</b> the key issues in understanding innovation management and its impact on corporate decision making.	<b>L3</b>
<b>CO2</b>	<b>Examine</b> the different types of innovation and innovation settings.	<b>L4</b>
<b>CO3</b>	<b>Infer and implement</b> innovation strategies in organisations through corporate foresight.	<b>L4</b>
<b>CO4</b>	<b>Inspect</b> sources of competitive advantage for evaluating and selecting proposals to meet organisational objectives.	<b>L4</b>
<b>CO5</b>	<b>Critically evaluate</b> methods and processes of innovation with the aim to evaluate and resolve issues and situations from the perspective of ethical behaviour, responsible management and sustainability.	<b>L4</b>

### Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
<b>CO1</b>	3	2	2	-	-	3	-	-	-	-	3	3	2
<b>CO2</b>	3	2	2	-	-	3	-	-	-	-	3	3	2
<b>CO3</b>	3	2	2	-	-	3	-	-	-	-	3	3	2
<b>CO4</b>	3	2	2	-	-	3	-	-	-	-	3	3	2
<b>CO5</b>	3	2	2	-	-	3	-	-	-	-	3	3	2

### SYLLABUS

<b>Unit No.</b>	<b>Contents</b>	<b>Mapped CO</b>
<b>I</b>	<b>Definitions and Typology:</b> Creativity - measurement – process - techniques - Definition of Innovation - Types of innovation (Product, Process and Organization) – barriers to innovation.	<b>CO1 CO2</b>
<b>II</b>	<b>Intellectual Property:</b> Patents - Copyrights - Trademarks - Geographical Indications - Legal Aspects.	<b>CO1 CO3 CO4</b>
<b>III</b>	<b>Processes and Mechanisms:</b> Models of Innovation - Sources and Transfer of Innovation - Strategizing for Innovation – technology adoption and diffusion.	<b>CO2 CO3 CO4</b>
<b>IV</b>	<b>Bottom-of-Pyramid (BOP) Innovations:</b> Nature of BoP markets – Dominant Logic – Products and Services for the BOP – Business model innovations.	<b>CO4 CO5</b>

<b>V</b>	<b>Contemporary Issues:</b> Managing disruptive innovations – Concepts of Open Innovation and Jugaad Innovation.	<b>CO4 CO5</b>
<b>Case Study Compulsory.</b> Relevant cases have to be discussed in each unit.		

<b>Learning Resources</b>	
<b>Text Books:</b>	
<ol style="list-style-type: none"> <li>1. Afuah, Alan, “Innovation Management”, 2<sup>nd</sup> edition, Oxford University Press, New York.</li> <li>2. Joe Tidd and John Bessant, “Managing Innovation - Integrating Technological, Market and Organizational Change”, John Wiley &amp; Sons Ltd., 4<sup>th</sup> Edition.</li> </ol>	
<b>Reference Books:</b>	
<ol style="list-style-type: none"> <li>1. Nigel King, Neil J. Anderson (2003), “Managing Innovation and Change: A Critical Guide for Organizations”, Thomson Asia, Singapore, 2003.</li> <li>2. Prahalad (2004), “The Fortune at the Bottom of the Pyramid”, Wharton School Publishing, New Jersey.</li> <li>3. Henry Chesbrough (2005), “Open Innovation”, Harvard Business School Press, Boston.</li> <li>4. Erik A. Rothand, Scott D. Anthony, Clayton M. Christensen (2004), “Seeing what’s Next”, Harvard Business School Press, Boston, 2004.</li> <li>5. Navi Radjou, Jaideep Prabhu and Simone Ahuja (2012), “Jugaad Innovation, Jossey-Bass”, San Francisco.</li> </ol>	
<b>e- Resources &amp; other digital material:</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://nptel.ac.in/courses/110107094">https://nptel.ac.in/courses/110107094</a></li> </ol>	