

OBE based Teaching Lesson Plan 2019-20

Program: BBA/B.Com

Course Name: INNOVATION IN MANAGEMENT

Course Code: UG17AO020

Semester: IV

Lecture hours: 60 Hours

Faculty in-charge: Rini Steven

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Define the concept of Innovation, Process view of Innovation and its types.	T1
CO2.	Examine the differences from one Model of Innovation to another Model of Innovation and develop firm specific competencies and Network.	T4
CO3.	Develop an Innovative organization considering essential components of Innovative organization.	T6
CO4.	Design an Innovative business plan and estimation of adoption of innovation considering the resource, collaborating strategy, risk and uncertainty	T4
CO5.	Create an additional value for the existing Product /service through Innovation in order to take advantage of social and economic benefits of Innovation	T6
CO6.	-	-

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level
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<p>Module 1: Introduction to Innovation Management Concept and need of innovation; process view of innovation; different aspects of innovation, innovation life cycle; dimensions of innovation space; innovation theory; types of innovation; sources of innovation; reverse innovation; disruptive innovation; frugal innovation; discontinuous innovation.</p>	CO1	12 Hrs		<p>Interactive lectures</p> <p>Use of web resources</p> <p>Power point Presentations</p>	<p>Q &A Assignment</p>	T1
<p>Module 2: Strategic Management of Innovation Models of innovation process (technology life cycle model, product-process life cycle model, dominant-design model, diffusion curve model); developing innovation strategy (rationalist strategy, incrementalist strategy, and technology trajectory); developing firm specific competencies; innovation network (networks at start-up, network at inside and outside the organization).</p>	CO2	14 Hrs	<p>Case Studies</p> <p>Web-based activity</p>	<p>Interactive lectures</p> <p>Use of web resources</p> <p>Power point Presentations</p>	<p>Q &A/ Discussions</p>	T4
<p>Module 3: Building an Innovative Organization Components of</p>	CO3	14 Hrs		<p>Interactive lectures</p>	<p>Q&A/ Discussions</p>	T6

<p>innovative organization; appropriate organization structure; organizing for innovation (mechanistic, organic, segment list, integrative, structure formality, unstructured chaos); innovation as core business process (measuring innovation, learning to manage innovation); creative climate; innovation and change management; ten rules of strategic innovation.</p>				<p>Use of web resources</p> <p>Power point Presentations</p>		
<p>Module 4: Innovation and Growth Developing innovative business plan; forecasting innovation; estimation the adoption of innovation; anticipating the resources; collaboration strategy; assessing risk and recognizing uncertainty</p>	CO4	10 Hrs	<p>Case Studies</p> <p>Web-based activity</p>	<p>Interactive lectures</p> <p>Use of web resources</p> <p>Power point Presentations</p>	<p>Quiz</p> <p>Q &A</p> <p>Assignment</p>	T4
<p>Module 5: Capturing the Benefits of Innovation Creating value through innovation; innovation and firm performance; protecting innovations; economic and social benefits of innovation; service innovations.</p>	CO5	10 Hrs	Case Studies	<p>Interactive lectures</p> <p>Use of web resources</p> <p>Power point Presentations</p>	<p>Quiz</p> <p>Q &A</p> <p>Assignment</p>	T6

Continuous Internal Assessment –

- Power point presentation in class on the given topic.
- Class test
- Group Assignment

Books for Reference:

- Tidd, J., Bessant, J. And Pavitt, K: Managing Innovation: Integrated technological, and market and organizational change,
- John Wiley and Sons, 2009 Conway S. and Steward F: Managing and Shaping Innovation, Oxford University Press (SAE), 2009

Additional Reading:

- Melissa A Schilling, Strategic Management of Technological Innovation, Tata McGraw Hill, 3rd edition
- V. Govindrajana and C. Trimble, Ten Rules for Strategic Innovators: From idea to Execution, Harvard Business School Press, 2005
- C.K. Prahalad and M. S. Krishnan, The new age of innovation: driving Co-created Value through Global Networks, Tata McGraw Hill, 2008, 1st edition.

Approved by: