

Semester IV

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course	Department offering the course
		Lecture	Tutorial	Practical/ Practice			
Strategies and Concept for Innovation Management GE IV.4.1.	4	3	1	0	12th pass	NIL	Management Faculty of CIC

Learning Objectives

The course presents an integrated view of the skills, tools and techniques in innovation management. Innovation relies on different disciplines that ranges from creativity to organizational behaviour. Rather than focusing on just one aspect of innovation management – Idea generation, the course delves into other aspects such as consumer behaviour, teamwork, leadership and thought processes that would foster creativity and a better understanding of managing innovation.

Learning outcomes

After completing this course, student should be able to:

- Understand the basic need to innovate for growth, profit and survival
- Comprehend that the ability to innovate and innovation management as vital core competency.
- Identify innovation opportunities
- Distinguish between incremental, standard and radical innovations
- Optimize a portfolio of high risk and low risk innovation
- Understand how the in box thinking lead to out of the box creativity

SYLLABUS

Unit-I. The innovation imperative: Why innovate?; Innovation to energize; Innovate for growth and profit; innovate for survival; Discussion of relevant case study. [11 hours]

Unit-II. The innovation portfolio: What to innovate?; Vision, portfolios and feelings; Identifying the right question, feelings and needs; Innovating Experiences, Battling Commoditization; Technology and Psychology; Creating Emotional Appeal; Searching for Innovation Opportunities; Innovation Portfolios for Established Organizations [10 hours]

Unit-III. The innovation voices: How to innovate?; Thinking ‘Inside and outside The Box’; Profiling Product for Profit and Growth; Understanding the voice of the product, customer and organization; Fostering creativity in organizations. [12 hours]

Unit-IV. The innovative mind: Who Innovates?; Three Levels of Innovation; The Individual Innovator; Creativity Muscles; Innovative Teams; Building a Global Team; The Innovative Organization [12 hours]

Essential/recommended readings

- Innovation Management: Strategies, concept and tools for growth and profit, S. Maital D.V.R. Sheshadri, Response Books, 2007.
- Innovation Management and New Product Development, P. Trott, Pearson Education, 7th Edition, 2021.
- Innovation and Entrepreneurship, M. Kennard, Routledge, 2021.

GENERIC ELECTIVES (GE-IV4.2): Electronics at work & circuit simulation

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course	Department offering the course
		Lecture	Tutorial	Practical / Practice			
Electronics at work and Circuit simulation, GE IV.4.2.	4	2	0	2	Class XII pass	Basic knowledge of science	Physics/ Electronics Faculty of CIC