

UNIVERSITY OF MADRAS

B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION

SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
350E6B	INNOVATION MANAGEMENT	Elective	Y	-	-	-	3	5	25	75	100	
Course Objectives												
CLO1	To have a broad understanding on the concept innovation management.											
CLO2	To familiarize the students about the creativity and innovation in product development.											
CLO3	To have a broad understanding of the innovation strategy and its competitive advantage.											
CLO4	To provide the knowledge about the technical innovation and its need and importance.											
CLO5	To understand the business strategy and objectives in current scenario.											
UNIT	Details							No. of Hours	Course Objectives			
I	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.							15	CLO1			
II	Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking &Thinking Hats Method.							15	CLO2			
III	Areas of Innovation Product Innovation: Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering							15	CLO3			
IV	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.							15	CLO4			
V	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.							15	CLO5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	To understand the concepts of Innovation management.							PO1,PO2				
CO2	To apply knowledge new business plans and strategy.							PO1, PO2,PO3				
CO3	To demonstrate the value of customers in increasing the profitability ratio.							PO2,PO4, PO5,PO8				
CO4	To impart knowledge about the need and importance of technical innovation							PO3,PO4, PO5, PO6,PO7				
CO5	In short the goal of this study is to understand the current state of your business.							PO1,PO2,PO3, PO8				

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Reading List		
1.	Innovation and Entrepreneurship, Peter F. Drucker	
2.	The Innovator’s Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen	
3.	"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis	
4.	"Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen	
5.	Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons	
References Books		
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, JonathnLittmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America’s Leading Design Firm. New York: Doubleday, 2001	
5.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.	
Web Resources		
1.	https://www.coursera.org/learn/innovation-management	
2.	https://sloanreview.mit.edu/tag/innovation-management/	
3.	https://www.worldscientific.com/worldscinet/ijim	
4.	https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf	
5.	https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	S	M	S	M	M	M
CO 4	S	S	M	M	S	S	M	S
CO 5	S	S	M	M	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0