				Department of Commerce		
III Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
	OEC6	**Innovation Management**	45 Hours	All students	3 Hours a Week	3

Course Objective:	To develop and recognize students own creativity and carry out innovative work in an effective way.

Course Outcomes:	
CO1	Understand the concept of Innovation & Creativity and build a foundation in creative thinking among the students.
CO2	Infer the role of creativity in advertising and the various the advertising process
CO3	Demonstrate the scope and significance of Innovation Management
CO4	Comprehend concept of product and process innovation

Reference Books:

#	Title	Author/s	Publisher
1	Innovation Management	C S G Krishnamacharyulu	Himalaya Publishing House
2	Competitive Innovation Management	James A Christiansen	Macmillan Business
3	Innovation Management	Paul Trott	Pitman
4	Managing innovation in the New Millennium	S. S. George	The ICFAI Press
5	Creating Innovators	Wagner, Tony	Scribner

Unit	Title	Hours	Contents
1	Innovation and Creativity	10	Concept, Characteristics, Importance, Principles of Innovation, Process of Innovation, Types of innovation, Models of Innovation, Innovation process, Managed innovation. Creativity - Concept, Importance, Creativity Process, Hurdles to Creativity.
2	Tools for Innovation	10	Creativity Thinking: 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.
3	Innovation Management	10	Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing Innovation, Innovation diffusion theory, Managing innovation within firms: - Managing uncertainty, Managing project portfolio, Management tools for innovation, Innovation and Operations, Management Design principles
4	Areas of Innovation	10	Product Innovation: Concept, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM Business Process Reengineering.
Learning by Doing activities: 5 Hours			