

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme		MBA		Branch/Spec.		Innovation, Entrepreneurship & Venture Development				
Semester		I				Version		1.0.0.0		
Effective from Academic Year				2026-27		Effective for the batch Admitted in		July 2026		
Subject code		ICC503MOI		Subject Name		MANAGEMENT OF INNOVATIONS				
Teaching scheme						Examination scheme (Marks)				
(Per week)		Lecture(DT)		Practical(Lab.)		Total				
		L	TU	P	TW			CE	SEE	Total
Credit		3	0	0	0	3	Theory	50	50	100
Hours		3	0	0	0	3	Practical			
Pre-requisites:										
Objective:										
The course aims to learn and to understand the strategic management of innovation. General purpose of this course is students' acquaintance with fundamentals of Management of Innovation and studying its toolkit. The course is aimed mostly at corporate level of Management of Innovation, though other fields of this very important part of economic and social life are also considered										
Course Outcome: After learning this Course, students will be able to;										
CO-1: Define types and patterns of innovation.										
CO -2 : Search for the sources of innovation and idea generation.										
CO -3 : Define innovation-related strategic decisions within organization.										
CO -4 : Manage the processes of new product development.										
CO -5 : Develop the paths of cooperation for innovation based projects.										
Theory syllabus										
Unit	Content								Hrs	
1	The Theoretic Foundations of Innovation: Schumpeterian Theory. Conceptual Framework of Innovation. Linear Models of Innovation. Development of Innovation Model. Technology Innovation. 4 Types of Innovation. 4P Approach. Disruptive Innovation. Strategy of Innovation. Management of Innovation. Organization of Innovation. Impact on Society. Incremental and radical innovations								10	
2	Sources of Innovation: Macroeconomic Context of Innovation. Creativity. Translating Creativity into Innovation. Innovation in Collaborative Networks. Reasons for Entering a Strategic Alliance.								5	
3	Market Adoption: Technology S-Curves. Discontinuous Innovation. Tushman and Rosenkopf's Technology Cycle. Why Dominant Design Are Selected. Diffusion of Innovation and Adopter Categories. Multiple Dimensions of Value. Are Winner-Take-All Markets Good for Consumers? Timing of Entry: Entrants. First-Mover Advantages and Disadvantages. Factors Influencing Optimal Timing of Entry. Strategies to Improve Timing Options.								15	
4	Managing Innovation within Firms: Assessing the Firm's Current Position. External Analysis: Porter's Five-Force Model, Stakeholder Analysis. Internal Analysis. Identifying Core Competencies and Capabilities. Collaboration Strategies: Advantages of Collaborating. Types of Collaborative Arrangements. Choosing s Mode of Collaboration. Choosing and Monitoring Partners.								10	

5	Sustainability Innovation and Entrepreneurship: Innovation Sustainable Conditions, Innovation: Context and Patterns, Strategic involvement in sustainable development, Insight and Entrepreneurship.	5
Reference Books		
1	Trott, P. (2017). Innovation Management and New Product Development (Vol. Sixth edition). Harlow, England: Pearson. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsebk&AN=1419855	
2	Chesbrough, H. (2012). Open Innovation. Research Technology Management, 55(4), 20. https://doi.org/10.5437/08956308X5504085	
3	Daniel Marco-Stefan Kleber. (2018). Design Thinking for Creating an Increased Value Proposition to Improve Customer Experience. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsbas&AN=edsbas.B1673540	
4	Frank, S. J. (2006). Intellectual Property for Managers and Investors : A Guide to Evaluating, Protecting and Exploiting IP. Cambridge: Cambridge University Press. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsebk&AN=148150	
5	Phillips, J. J., & Phillips, P. P. (2018). Using Design-Thinking in Your Innovation Projects. Journal for Quality & Participation, 41(3), 12–15. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=bsu&AN=136243422	
6	Reiter-Palmon R. Team Creativity and Innovation, 2017. Oxford Scholarship Online (available: HSE Electronic Resources / Oxford Scholarship online).DOI:10.1093/oso/9780190222093.001.0001	
7	Schoemaker, P. J. H., Heaton, S., & Teece, D. (2018). Innovation, Dynamic Capabilities, and Leadership. California Management Review, 61(1), 15–42. https://doi.org/10.1177/0008125618790246	
8	The Oxford handbook of group creativity and innovation. (2019). Oxford University Press. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsnar&AN=edsnar.oai.pure.rug.nl.publications.c911f8c4.a6e2.428b.b7fa.81051607f066	
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