



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June – 2026

Bachelor of Business Administration (B.B.A.) (General)

Semester – V

Course Code	UM05SEBBA01	Title of the Course	Innovation Management
Total Credits of the Course	02	Hours per week	02

Course Objectives:	1) To develop an understanding of the concepts, importance, and processes of innovation and creativity, along with the fundamentals and influencing factors of innovation management. 2) To equip students with practical tools and techniques for enhancing creativity and applying innovation in product and process development.
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Course Content		
Unit No.	Description	Weightage (%)
1	Innovation & Creativity • Concept of Innovation and Creativity • Importance of Innovation and Creativity • Process of Innovation • Hurdles to Creativity. Innovation Management • Concept of Innovation Management • Evolution of Innovation Management • Factors Influencing Innovation Management	50%
2	Tools of Innovation • Traditional V/S Creativity Thinking • Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus • Group Creative Techniques: Brain Storming, & Thinking Hats Method. Areas of Innovation • Product Innovation: Packaging and Positioning • Process Innovation: Requirement & Total Quality Management	50%

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Learning Outcomes: Having completed this course, the learner will be able to
1)	Students will be able to explain the innovation process, identify barriers to creativity, and analyze factors affecting innovation management in organizations.
2)	Students will be able to apply individual and group creativity techniques and evaluate innovation strategies in product packaging, positioning, and process improvement.

Sr. No.	Suggested References:
1)	Krishnamacharyulu, C. S. G., & Lalitha, R. (n.d.). Innovation management. Himalaya Publishing House.
2)	Christiansen, J. A. (2000). Competitive innovation management. Macmillan Business.
3)	Trott, P. (2000). Innovation management & new product development. Pitman.
4)	Kelley, T., Littman, J., & Peters, T. (2001). The art of innovation: Lessons in creativity from IDEO, America's leading design firm. Doubleday.
5)	George, S. S. (2004). Managing innovation in the new millennium. The ICFAI Press.
6)	Wagner, T. (2012). Creating innovators: The making of young people who will change the world. Scribner.

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	https://onlinecourses.swayam2.ac.in/e-learning/preview/aic19_de02
2)	https://onlinecourses.swayam2.ac.in/e-learning/preview/aic26_ge05
3)	https://onlinecourses.swayam2.ac.in/e-learning/preview/aic20_ed02
4)	https://onlinecourses.nptel.ac.in/noc26_de08/preview