

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Masters of Business Administration (Full Time) Programme**

<b>L</b>	<b>T</b>	<b>PW</b>	<b>C</b>
<b>1.5</b>	<b>-</b>	<b>-</b>	<b>1.5</b>

<b>Course Code</b>	<b>MFT5GEXX18</b>
<b>Course Title</b>	<b>Innovation Management</b>

**Course Learning Outcomes (CLO):**

After successful completion of the course, student will be able to:

1. Determine the core issues in management of innovation and develop relevant skills needed to manage innovation at both strategic and operational levels.
2. Develop firm specific competencies and cultures for an innovative organization
3. Formulate innovation management strategies for the organizations

**Syllabus**

**Teaching Hours**

<b>Unit I: Context and search for Innovation</b>	05
<ul style="list-style-type: none"> <li>• What is innovation and why does it matter</li> <li>• Innovation as a process</li> <li>• Developing Innovation strategy</li> <li>• Sources of innovation</li> <li>• Decision making process in innovative organizations</li> <li>• Building the innovation case</li> </ul>	
<b>Unit II: Implementing Innovation Management Strategies</b>	05
<ul style="list-style-type: none"> <li>• Innovation within product and services</li> <li>• Climate for sustained innovation</li> </ul>	
<b>Unit III: Capture and Measure Innovation Management Performance</b>	05
<ul style="list-style-type: none"> <li>• Capturing benefits and learning from innovation</li> <li>• Innovation performance</li> </ul>	

**Suggested Readings:**

1. Trott, P., Innovation management and new product development. Pearson education.
2. Afuah, A., Innovation management: strategies, implementation and profits, Oxford University Press

w.e.f. Academic Year 2019-20 and onwards