

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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| Course Code | MFT5SESM13 MBM5SESM13 MFB5SESM13 |
| Course Title | Strategic Management of Innovation |

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. Develop firm specific competencies and cultures for an innovative organization

Syllabus

Teaching Hours

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| <p>Unit I: Context and Search for Innovation</p> <ul style="list-style-type: none"> • What is innovation and why does it matter • Innovation as a process • Developing Innovation Strategy • Sources of innovation • Building innovation case | 05 |
| <p>Unit II: Implementing Innovation Management Strategies</p> <ul style="list-style-type: none"> • Innovation within Product and Services • Climate for sustained innovation • Ecosystem and stakeholder engagement | 05 |
| <p>Unit III: Capture and Measure Innovation Management Performance</p> <ul style="list-style-type: none"> • Capturing benefits and learning from innovation • Innovation performance | 05 |

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