

## **BA4T3-Innovation Management**

**Unit 1- Definitions and Typology:** Creativity and its measurement –Definition of Innovation– Types of innovation (Product, Process and Organization).

**Unit 2- Intellectual Property:** Patents – Copyrights – Trademarks – Geographical Indications – Legal Aspects.

**Unit 3- Processes and Mechanisms:** Models of Innovation – Sources and Transfer of Innovation - Strategizing for Innovation.

**Unit 4- Bottom-of-Pyramid (BOP)Innovations:** Nature of BoP markets– Dominant Logic – Products and Services for the BOP – Business model innovations

**Unit 5- Contemporary Issues:** Managing disruptive innovations – Concepts of Open Innovation and Jugaad Innovation.

**Relevant Case Studies to be discussed in each unit.**

### **Text Books**

1. Afuah, Alan, “Innovation Management”, Oxford University Press, New York, 2003.
2. King, Higel and Neil J. Anderson, “Managing Innovation and Change: A Critical Guide for Organizations”, Thomson Asia, Singapore, 2003.
3. Prahalad; The “Fortune at the Bottom of the Pyramid”, Wharton School Publishing, New Jersey, 2004

### **References**

1. Chesbrough, Henry, “Open Innovation”, Harvard Business School Press, Boston, 2005.
2. Christensen, Clayton; Scott Anthony and Eric Roth, “Seeing What’s Next”, Harvard Business School Press, Boston, 2004.
3. Radjou,Navi, JaideepPrabhu and Simone Ahuja, “Jugaad Innovation,Jossey-Bass”, San Francisco, 2012.