# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

**SEMESTER-II**

# COURSE CODE –MB207CE- Open Elective –II Course: INNOVATION MANAGEMENT

**Course Objectives:**

1. Provides an overview of concepts relating to R & D and Innovation Management.
2. Provides an understanding of concepts like R & D Investment, Evaluation of R & D.
3. Brings out the differences between innovation and Invention.
4. Provides an understanding of Innovation management in an organization.

# Course Outcomes:

1. Helps in formulating R&D policy and strategy for an organization.
2. Helps in making budget allocations for R & D projects in organization.
3. Helps in managing Innovation in Organization.

**Unit - I: Introduction to Management of Research and Development** Introduction about R&D, Traditional view of R&D, R&D Management and the industrial context, R&D investment and company success, Classifying R&D, Operations that make up R&D, Integration of R&D, Strategic pressures on R&D, Technology Leverage and R&D strategies

# Unit - II: Managing R & D Projects

Allocation of Funds to R&D projects, Setting R & D budgets, levels of Expenditure. Changing nature of R&D management, organizing industrial R &D, Acquisition of external technology, Forms of External R&D.

# Unit - III: Effective Research & Development Management

Managing scientific freedom, Link with product innovation process, effect of R&D investment on products, Evaluating R&D progress, evaluation criteria.

# Unit - IV: Innovation Management

Importance of Innovation, Innovation & Invention, Successful & Un-Successful innovations, Types of innovations, Innovation a Management process.

# Unit - V: Managing Innovation within Organizations

Organizations and Innovation, Organizational Characteristics that Facilitate Innovation, Organizational Structures and innovation, Role of Individual in Innovation, IT Systems and their Impact on Innovation.

# Suggested Books

* 1. Paul Trott, Innovation Management and New Product Development, Pearson, 4th Edition.
  2. Shlome Mittal, D.V.R. Seshadri, Innovation Management: Strategies, Concepts and tools for growth and profit, Sage Publications.
  3. V.K. Narayanan, Managing Technology and Innovation for Competitive Advantage, Pearson Education, Paper Back.
  4. William L.Miller& Langdon Morris, Fourth Generation R&D, Managing Knowledge, Technology and Innovation, Wiley India Edition.
  5. V.K Narayana, Gina Colarelli, Encyclopedia of Technology and innovation Management, John Wiley & Sons Publication.