



**MANGALORE UNIVERSITY**  
**Department of Commerce**  
**M.Com.**

**CMS403: INNOVATION IN BUSINESS**

**Work load: 3 hours lecture and 2 hours tutorial per week: total 4 credits**

**Learning Objectives:**

- To appraise on value of innovation.
- To impart skills of innovation.
- To enable students think and act on innovation.

**Course Outcomes:**

1. Enables the students to know & understand basic pre-requisites for undertaking a rigorous research in the area of recent developments pertaining to business innovation.

**Unit -1: Introduction:** Concept of innovation, historic retrospective, typology of innovations, innovation process, Macroeconomic view of innovation approaches to innovations, Assumptions and barriers to innovations, innovation sources, i.e. science and R & D, technology transfer, push and pull approaches. Processes used to explore innovations along the technology, market and strategy dimensions as the innovation moves from idea to market.

**Unit -2: Evaluation of Innovation:** Effectiveness, evaluation, integration of risks, factors influencing economic effectiveness, Post implementation analysis of innovation projects, intellectual property of innovations, legal aspects of innovations.

**Unit -3: Innovation Application in Business:** Organizational aspects of innovation, Soft methods and techniques of innovation management, Creative approaches, Systemic and analytical methods and techniques of innovation management, Economic aspects of innovations encompassing sources of innovation financing.

**Unit -4: Innovation in Product Design and Marketing:** Strategic considerations on innovations, innovation platforms that incorporate new product development, process innovations, service innovation, service design innovation, multiple product options, portfolios and standards.

**Unit -5: Innovation and Idea:** Mindset, lateral thinking, out of box approach, creativity, imagination and idea and their scope, innovation for problem solving and real time resolution.

**References:**

1. Fraser, Heather, Design Works; Toronto: University of Toronto Press, 2012.
2. Govindarajan, Vijay & Trimble, Chris, 10 Rules for Strategic Innovators; Boston: Harvard Business School Press, 2005.

3. Govindarajan, Vijay & Trimble, Chris, Reverse Innovation; Boston: Harvard Business School Press, 2012.
4. Hamel, Gary, The Future of Management; Boston: Harvard Business School Press,2007
5. Mass, Harvard Business Scholl Press,2006.
6. Mauborgne, Rene, Blue Ocean Strategy, Boston, Harvard Business School Press, 2005
7. Snyder, Duarte, Unleashing Innovation, how Whirlpool Transformed an Industry, Jossey-Bass,2008.

