

L	T	P	C
3	0	0	3

Course Code: IIE

Semester: IV

INTRODUCTION TO INNOVATION, IP MANAGEMENT & ENTREPRENEURSHIP

Course Objectives:

The major emphasis of the course will be on creating a learning system through which management students can enhance their innovation and creative thinking skills, acquaint themselves with the special challenges of starting new ventures and use IPR as an effective tool to protect their innovations and intangible assets from exploitation.

As a part of this course, students will:

- Learn to be familiar with creative and innovative thinking styles
- Learn to investigate, understand and internalize the process of founding a startup
- Learn to manage various types of IPR to protect competitive advantage

UNIT - I

10 Periods

Innovation: Introduction – Importance of Innovation – Definitions – Types of Innovation: Recognising innovation in products and services; processes and procedures; management practices; marketing and distribution strategies and techniques – Characteristics of Innovation: Timing; Radicalness; speed – Knowledge Management: Internal Knowledge generation – Importing knowledge from outside - Class Discussion- Is innovation manageable or just a random gambling activity?

UNIT - II

12 Periods

Building an Innovative Organization: Creativity in organizations – Building organizational environment – Need Analysis: Questionnaires, Online tools, SWOT analysis; Technology watch; Focus group; Desk Research – Innovation Management Process – stages of innovation - planning and financing Innovation projects – Innovation and organization: Creating new products and services, Exploiting open innovation and collaboration, Use of innovation for starting a new venture; Class Discussion- Innovation: Co-operating across networks vs. 'go-it-alone' approach

UNIT - III

11 Periods

Entrepreneurship: Opportunity recognition and entry strategies – Effectuation – Design thinking – Lean Start-up – Developing Business Model – Entrepreneurship as a Style of Management – value proposition - Maintaining Competitive Advantage - Financial Plan: Start up, operating and variable costs and Project appraisal: NPV, IRR, BCR techniques - Projections and Valuation Stages of financing: Debt, Venture Capital and other forms of Financing. Entrepreneurship- Financial Planning: Break even analysis: Profit volume ratio, selling price determination, cash flow statement analysis, Ratio analysis

UNIT - IV

12 Periods

Intellectual Property Rights: Introduction and the economics behind development of IPR: Business Perspective - IPR in India – Genesis and Development - International Context - Use of IPR to protect Innovation - Concept of IP Management, Use in marketing Patent- Procedure, Licensing and Assignment, Infringement and Penalty - Trademark- Use in marketing, example of trademarks- Domain name - Geographical Indications- What is GI, Why protect them? - Copyright- What is copyright - Industrial Designs- What is design? How to protect? Class Discussion- Major Court battles regarding violation of patents between corporate companies

TEXT BOOKS

1. Joe Tidd, John Bessant. *Managing Innovation: Integrating Technological, Market and Organizational Change*, University of Sussex, 2013
2. Case Study Materials: To be distributed for class discussion

REFERENCES

1. Hisrich, *Entrepreneurship*, Tata McGraw Hill, New Delhi, 2010.
2. Borut Likar and Peter Fatur, *Innovation Management*, 2013.
3. Andrew Metrick and Ayako Yasuda, *Venture Capital & The Finance of Innovation*, Wiley, 2011

UNITWISE LEARNING OUTCOMES

Upon successful completion of each unit, the learner will be able to

Unit I	The learner will be able to understand the basics of Innovation and the knowledge, source of innovation.
Unit II	The learner will be familiar about importance of innovation in an organization environment, stages of innovation while creating new products and services.
Unit III	The learner will be able to understand the role of entrepreneurs in opportunity discovery and analyse the business idea from finance dimension.
Unit IV	The learner will gain knowledge about the legal protection on patents and designs and other innovation as per the IPR Act.

COURSE OUTCOMES

Upon successful completion of the course, the learner will be able to

- Understand the basics of Innovation and the source of innovation
- Know the importance of innovation in an organization environment and the stages while creating new products and services.
- Understand the role of entrepreneurs in opportunity discovery and analyse the business idea
- Gain knowledge about the legal protection on patents and designs as per the IPR Act