

## **ITMM 482/582 BUSINESS INNOVATION COURSE SYLLABUS**

**COURSE DESCRIPTION** –This course offers comprehensive, integrated, and proven approaches for creating innovations in a business setting. Students follow a multi-dimensional framework to create and identify specific areas of innovations in their projects. Students are expected to be prepared to discuss their ideas in each class as industry experienced faculty mentor them in the formulation and presentation of their projects.

**PREREQUISITES** – None

**STUDENT OUTCOMES** – Each student group will

- develop and present an innovative business idea.
- gain knowledge of proven approaches for business innovations.
- exhibit in-class leadership, teamwork, and communication skills through regular classroom participation and presentations

**TEXTBOOK** – Ten Types of Innovation, Larry Keeley, Wiley publishing,  
ISBN 978-1-118-50424-6

<b>GRADING-</b>	Draft presentation of innovative idea	10%
	Final written plan and presentation of idea	30%
	Class participation	20% (NA online)
	Midterm	20%
	Final	20%
	Case study	20% (online only)

Undergraduates: + 5 points

### **COURSE SCHEDULE**

#### **INNOVATION GAP – WHY MOST INNOVATIONS FAIL**

#### **PROJECT DETAILS AND TEAM FORMATIONS**

#### **WHY TEAM ARE LAZY – SOCIAL LOAFING**

#### **BALANCED INNOVATIONS**

**PORTER'S FIVE FORCES FOR NEW OFFERINGS**

**TEN TYPES OF INNOVATIONS**

**INNOVATIONS IN BUSINESS MODELS**

**INNOVATIONS IN NETWORK AND PARTNERSHIPS**  
**INNOVATIONS IN ENABLING PROCESS/STRUCTURE**

**INNOVATIONS IN CORE PROCESS**

**INNOVATIONS IN PRODUCT PERFORMANCE**

**INNOVATIONS IN PRODUCT SYSTEMS**

**INNOVATIONS IN SERVICES**

**INNOVATIONS IN CHANNELS**

**INNOVATIONS IN BRANDS**

**INNOVATIONS IN CUSTOMER EXPERIENCE**

**PROPELLER MODEL OF ORGANIZATIONAL DYNAMICS – A CASE STUDY**

**INVITED PRESENTATIONS FROM INDUSTRY**

**STUDENT PRESENTATIONS**

**CONTACT INFORMATION**

**ADARSH ARORA**

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**Disabilities:** Reasonable accommodations will be made for students with documented disabilities. In order to receive accommodations, students must obtain a letter of accommodation from the Center for Disability Resources and make an appointment to speak with me as soon as possible. The Center for Disability Resources (CDR) is located in 3424 S. State St., room 1C3-2 (on the first floor), telephone 312.567.5744 or disabilities@iit.edu.