

SYLLABUS :-

Objective and Content Objectives: • To combine flashes of brilliance with strategic insight, inspired leadership, suitable funding, adept marketing in the right business model • How to pursue the right ideas at the right speed on the right scale • Role of Innovation during venture growth • Guide to the effective management of ideas and knowledge for leaders of organizations • How to identify the winners throughout the innovation chain Content • Innovation and Creation - definitions, differences and why distinguish? • The Thinking Spaces - ABC Principle - E Zone • Types of Innovation - • Product, Process, Marketing, Organizational, Social • Open, Close • Incremental, Radical, Strategic • Sustaining, Disruptive • Innovation through the growth cycle • Innovation in a knowledge based economy • The technology challenge • The whole company approach to innovation • Sources of Innovation Impulses - Internal and External • Druckers 7 Sources of Innovation Impulses - Case Studies • Assessment of company innovation potential • Innovation Tools • General Innovation Tools • Product Innovation Tools • Managerial Innovation Tools • Process Innovation Tools 9. Evaluation: Quizzes, Mid Semester Examination, and End Semester Examination