



(Shri Ramkrishna Seva Mandal's)  
**ANAND COMMERCE COLLEGE**

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus as per NEP 2020 with effect from the Academic Year 2025-26



**Bachelor of Commerce**  
**B COM Semester – II**

<b>Course Code</b>	<b>UC02SECOM02</b>	<b>Title of the Course</b>	<b>Innovation Management</b>
<b>Total Credit of Course</b>	<b>02</b>	<b>Hours Per Week</b>	<b>02</b>

<b>Course Objectives:</b>	<ol style="list-style-type: none"><li>1. To understand the key concepts, importance, and management of innovation and creativity.</li><li>2. To explore creative tools and key innovation areas in products and processes.</li><li>3. To understand innovation systems, policies, and trends in India and globally</li></ol>
---------------------------	--

<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage* (%)</b>
<b>1.</b>	<b>Innovation, Creativity &amp; Innovation Management</b> <b>Innovation &amp; Creativity</b> <ul style="list-style-type: none"><li>• Concept of Innovation and Creativity</li><li>• Importance of Innovation and Creativity</li><li>• Process of Innovation</li><li>• Hurdles to Creativity.</li></ul> <b>Innovation Management</b> <ul style="list-style-type: none"><li>• Concept of Innovation Management</li><li>• Evolution of Innovation Management</li><li>• Factors Influencing Innovation Management</li></ul>	<b>35%</b>
<b>2.</b>	<b>Tools &amp; Areas of Innovation</b> <b>Tools of Innovation</b> <ul style="list-style-type: none"><li>• Traditional V/S Creativity Thinking</li><li>• STEAM tools</li><li>• Individual Creativity Techniques: Meditation, Self-Awareness, &amp; Creative Focus</li><li>• Group Creative Techniques: Brain Storming, &amp; Thinking Hats Method.</li></ul> <b>Areas of Innovation</b> <ul style="list-style-type: none"><li>• Product Innovation: Packaging and Positioning</li><li>• Process Innovation: Requirement &amp; Total Quality Management</li></ul>	<b>35%</b>
<b>3.</b>	<b>Innovation in India and Global Context</b> <ul style="list-style-type: none"><li>• National Innovation System</li><li>• Innovation Policies and government support in India</li><li>• Case Studies of Indian innovations</li><li>• Global innovation trends and benchmarking</li></ul>	<b>30%</b>

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"> <li>➤ White Board</li> <li>➤ Presentation</li> <li>➤ Video</li> <li>➤ Case Study</li> <li>➤ Quiz</li> </ul>
--------------------------------------	--

### Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>College External Examination (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

<b>Course Outcomes:</b> Having completed this course, the learners will be able to	
1.	Explain innovation and creativity, recognize barriers, and grasp how innovation is managed.
2.	Creative techniques and identify product and process innovations.
3.	Analyze national and global innovation practices, policies, and case studies.

<b>Suggested References:</b>	
Sr.No.	References
1.	Krishnamacharyulu, C. S. G., & Lalitha, R., Innovation management. Himalaya Publishing House.
2.	Christiansen, J. A. (2000). Competitive innovation management. Macmillan Business.
3.	Trott, P. (2000). Innovation management and new product development. Pitman Publishing.
4.	Kelley, T., Littman, J., & Peters, T. (2001). The art of innovation: Lessons in creativity from IDEO, America's leading design firm. Doubleday.
5.	George, S. S. (2004). Managing innovation in the new millennium. The ICFAI Press.
6.	Wagner, T. (2012). Creating innovators: The making of young people who will change the world. Scribner.
7.	Ramani, S. V., Innovation in India: Combining economic growth with inclusive development.
8.	Jauhari, V., & Bhushan, S. (2019). Innovation management. Oxford University Press.
<b>Digital Resources</b>	
1.	<a href="https://youtu.be/FXJUDyqobbM">https://youtu.be/FXJUDyqobbM</a>
2.	<a href="https://youtu.be/FF_38_ZuRbQ">https://youtu.be/FF_38_ZuRbQ</a>

3. <a href="https://youtu.be/33JjV_NDbpY">https://youtu.be/33JjV_NDbpY</a>
4. <a href="https://youtu.be/DNUwZctwwhw">https://youtu.be/DNUwZctwwhw</a>
5. <a href="https://youtu.be/_PC1qbAhKz0">https://youtu.be/_PC1qbAhKz0</a>
6. <a href="https://www.google.co.in/books/edition/Innovation_in_India/i4DRAwAAQBAJ?hl=en&amp;gbpv=1&amp;dq=national+innovation+system+in+india+book&amp;printsec=frontcover">https://www.google.co.in/books/edition/Innovation_in_India/i4DRAwAAQBAJ?hl=en&amp;gbpv=1&amp;dq=national+innovation+system+in+india+book&amp;printsec=frontcover</a>
7. <a href="https://egyankosh.ac.in/bitstream/123456789/10010/1/Unit%204.pdf">https://egyankosh.ac.in/bitstream/123456789/10010/1/Unit%204.pdf</a>
8. <a href="https://dst.gov.in/sites/default/files/STIP_Doc_1.4_Dec2020.pdf">https://dst.gov.in/sites/default/files/STIP_Doc_1.4_Dec2020.pdf</a>



**Chairman**  
**BOS of Management**  
**Anand Commerce College**



**Academic Coordinator**  
**Anand Commerce College**



**Principal**  
**Anand Commerce College**