

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



BOARD OF STUDIES: COMMERCE & MANAGEMENT

PROGRAMME: B.COM (MANAGEMENT STUDIES)

SEMESTER: III

**NOMENCLATURE OF THE COURSE: PRODUCT
INNOVATION AND MANAGEMENT**

NEP Vertical: MAJOR

Credit: 4

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic
Year 2025-26)



Program: Bachelor of Commerce (Management Studies)		Semester : III			
Course: PRODUCT INNOVATION AND MANAGEMEN NT Academic Year: 2025-2026 Batch: 2024-2026		Code:			
Teaching Scheme	Evaluation Scheme				
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	NA	NA	4	40 marks/40% of the total marks	60 marks/60% of the total marks

Learning Objectives :	<ul style="list-style-type: none"> ● To familiarize students with the concepts of innovation and its role in business environment. ● To study the significance of protecting innovations and related legal aspects. ● To explore techniques for generating new ideas, fostering creativity and overcoming barriers of innovation. ● To learn how to manage the product innovation process from ideation to commercialization. ● To familiarize students with the process of new product development.
Learning Outcomes :	<ul style="list-style-type: none"> ● Students will be able to design and implement strategic plans for product development, ensuring that new innovations are aligned with business goals and market needs. ● Students will gain the ability to generate, evaluate, and refine innovative product ideas ● Students will develop skills to manage the entire innovation process
Pedagogy:	Classroom Lectures, Interactive discussions, Case studies, Business Simulations, Group Projects, Role play

Each lecture session would be of one hour duration (60 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
1	<p>Innovations Management: Concept, Features, Types of Innovations, Innovation management, barriers to innovation, process of Innovation</p> <p>Thinking tools for Innovations: Left and Right brain thinking, Traditional v/s Creative thinking, Creativity, Process of Creativity, Creative methods.</p> <p>Legal aspects of Innovations: Safeguarding Innovations, Intellectual Property Rights, Patents, Trademarks, Copyrights.</p>	Classroom Lectures, Case Study	15 Lectures
2	<p>Managerial Aspects of Innovations functions:</p> <p>Organizing for Innovations Introduction- Concepts, Organizational theories and structures, Traits of innovative organization, Factors influencing organizational Design and Size decision.</p> <p>Strategizing Innovations- Introduction- Innovations as a strategy component, Developing innovation strategy, Innovation strategies.</p> <p>Managing Innovations Functions- Introduction, Style at the top, Planning, Organizing, Staffing, Controlling, Characteristics of good management</p> <p>Climate and culture for innovations- Introduction, Need for creative organizations, Characteristics of creative Organizations, Creating creative organizations – 7s framework.</p>	Classroom Lectures, Role Play, Case Study	15 Lectures
3	<p>Product Innovation, Process Innovation and Innovations Diffusion:</p> <p>Product Innovation- Concept, Types of New Product, Packaging Innovation and Positioning Innovation</p> <p>Process Innovation- Concept, Features, Types of Process innovations, Process Management, Benchmarking, Business Process Reengineering</p> <p>Innovations Diffusion- Concept and Adopters, Theories of Innovation Diffusion.</p>	Classroom Lectures, Group Project	15 Lectures
4	<p>New Product Development Strategy:</p> <p>New Product Development concept and process, Market Research, Concept Generation, Selection and Testing, 5 step methods of concept generation, Concept screening, Concept scoring, 7- Test method of concept Testing, Product Testing, Purpose of product testing Prototyping, Commercialization .</p>	Classroom Lectures, Business Simulation	15 Lectures

REFERENCE BOOKS

1. Karl Ulrich, Steven Eppinger and Maria C. Yang, Product design and Development, McGraw hill, 7th Edition. 2020
2. Michael Baker and Susan Hart, Product strategy and Management, Pearson Education, 2nd Edition, 2008
3. Jacob Goldenberg and David Mazursky, Creativity in product innovation, Cambridge University Press, 2002
4. Robert G. Cooper and Scott J. Edgett, Product innovation and technology strategy, Product Development Institute Inc., 2009
5. Allan Afuah, Innovation Management: Strategies Implementation & Profits, Oxford University Press, 2009
6. Stefano Biazzo and Roberto Filipini – “Product innovation management” - Springer, 2021
7. Afuah, Alan, “Innovation Management”, Oxford University Press, New York, 2003.
8. Navi Radjou, Jaideep Prabhu and Simone Ahuja, “Jugaad Innovation, JosseyBass”, San Francisco, 2012.

Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Class Test	20
Presentation/Viva Voce	10
Assignment/Project	10
Total	40

Term End Examinations (TEE) Question paper pattern

Maximum hours:60

Duration :2hours

All questions are compulsory

Question No.	Description	Total Marks
1	A. Full length Theory question OR	15
	B. Full length Theory question	
2	A. Full length Theory question OR	15
	B. Full length Theory question	
3	A. Full length Theory question OR	15
	B. Full length Theory question	
4	A. Full length Theory question	15
	B. Full length Theory question	

Note: The Full length theory question of 15 marks each may be split up into two smaller questions carrying 8 marks and 7 marks respectively or 3 smaller questions of 5 marks each.