



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University
 Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE	Innovation in Business(Paper-II)	
Course Learning Outcomes: On successful completion of the module students will be able to: <ol style="list-style-type: none"> Point 1: Understand and apply design thinking to identify and devise solutions Point 2: Identify and Interpret innovation and different dimension of innovation 		
Gist of this course in maximum 3 to 4 lines	To provide knowledge on the concept of innovation and need of innovation in changing paradigms of business and to give inputs on creativity and techniques for creative problem solving.	
Detailed syllabus		
Unit	CONTENTS OF THE COURSE	No. of Lectures
1.	Dynamics of Business Environment: India and Global 1.1 Industry 4.0 1.2 Growth of Knowledge Economy 1.3 Ecological changes influencing business 1.4 Potential at the Bottom of the Pyramid	12
2.	Creativity in Innovation 2.1 Creativity - meaning, Creativity Process 2.2 Components of creative performance 2.3 Types of creativity and Techniques of creative problem solving (<i>workshops and exercises</i>) 2.4 Design Thinking: Solution based approach to problem solving	14
3.	Innovation in Entrepreneurship: 3.1 Innovation: Meaning & significance of innovation 3.2 Types of innovation 3.3 Innovation Diffusion theory 3.4 Innovation in Organizations <ul style="list-style-type: none"> 3.4.1 Drivers of Innovation 3.4.2 Bottom up and Top down Innovation 3.4.3 Horizontal versus vertical innovation 	16

4.	Dimension of Innovations: 4.1 Innovation Eco-system in India and in select few countries 4.2 Social Innovation 4.3 Grassroots Innovation 4.4 Frugal Innovation- Case studies in India and abroad 4.5 Global Innovation: Global Innovation Index framework, GII (Case studies of Indian and global organizations)	12
	Total Number of Lectures	54
Suggested Reference Books: 1. Making Breakthrough Innovations Happen, Porus Munshi, Marico Innovation Foundation 2. Frugal Innovation, Navi Radjou and Jaideep Prabhu, Hachette India 3. Jugaad Innovation, Navi Radjou and Jaideep Prabhu, Random House India 4. Design thinking : new product development essentials from the PDMA by Luchs Michael G. 5. Managing Creativity & Innovation By: Harvard Business School Press. 6. Fortune at the bottom of the pyramid, 2005 By: Prahalad C K.		