



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

UG/PG (Revised Curriculum under NEP w.e.f. June 2023)

PROGRAM	BA	BA(Hon)	B.Com	B.Com(Hon)	M.Com	MA - Eng	MA- Eco	MA- Psy
Tick ✓					✓			

SEMESTER	1	2	3	4	5	6	7	8
Tick ✓	✓							

SPECIALIZATIONS									
BA	Eco	Eng	Psy	Gen					
Tick ✓									
BCOM	Costing	Banking	Entrep	MKT	Fin & Acc	Mgt Acc	HRM	Bus Analytics	Gen
Tick ✓									

Name of Board of Studies	Commerce
Name of the Department	Commerce
Name of Head of Department	Dr.H.M.Soman
Title of the Course	Innovation & Disruption Management
Course Code	
Type of Course (New / Revised)	New
Nature of Course (Maj/Min/AEC/SEC/VEC/VSC)	
Number of Credits	
Name of the Faculty	Mrs. Sarika Wagh
Date of Approval by BoS	
Date of Implementation	

Course Outcomes
1.To appraise innovation and disruption.
2: To interpret innovation at firm level
3. To evaluate strategies relating to innovation, diffusion and adoption
4. To evaluate different business models

5. To identify entrepreneurial opportunities and create suitable business model for its implementation.

DETAILS OF SYLLABUS		
UNIT NUMBER	DETAILS	NUMBER OF LECTURES
1	<p>Why do Firms Innovate? Perspective and Key concepts</p> <ul style="list-style-type: none"> ➤ Market Based views ➤ Resource -Based views ➤ Firms as a value chain ➤ Industries as Competitive Domains ➤ Forms of Technology Change ➤ Value creation and Competitive Advantage <p>1.2 Innovation Dynamics at Firm Level</p> <ul style="list-style-type: none"> ➤ Drivers of Innovation ➤ Process of Innovation ➤ Types of Innovation Output ➤ Engaging Activity: Identify, at least five companies of which one has to be Indian origin and find which kind of innovation strategy they are into? Market Driven or Market Driving. Give them a Framework to stick/Template to play around. 	
2	<p>How do firms innovate? 2.1 Framework of Innovation, Diffusion and Adoption</p> <ul style="list-style-type: none"> ➤ Model of Problem solving ➤ Triggers ➤ Alternatives ➤ Mode of Implementation and Diffusion mechanism ➤ Model of Adoption ➤ Forms of Change <p>1.3 Firms that Innovate</p> <ul style="list-style-type: none"> ➤ Organizational Structure ➤ Resources ➤ Openness to External Information ➤ Informal Communication 	
3	<p>Disruption 3.1 How small firms lead to disrupt the Big firms? (Lean Startups)</p> <p>3.2 Understanding Disruption the Clayton Christensen's way</p> <p>3.3 Case studies of Kodak and Nokia</p>	

	3.4 Case study of Dropbox Beta	
4	Business Model Innovation 4.1 Paths ways to Business model innovation 4.2 Knowing Transformative Business model 4.3 Lean Business models 4.4 Reinventing Business Models	
5	Innovation in Emerging Markets 5.1 Differential Drivers 5.2 Lower pyramid challenges and Innovation 5.3 Capability development of Local Firms 5.4 The synergy: Local firms and Lower pyramid challenges. 5.5 Case studies	
6.	Assignment: Case study, Article review, filed visit, Group presentations	
Reference List		
1. The Lean Strat up by Eric Ries 2. The Little Black Book of Innovation by Anthony. Scott 3. Business Model generation by Alex Osterwalder. 4. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail by Clayton Christensen's 5. Innovation and Technology Management		

Principal
Symbiosis College of
Arts & Commerce, Pune-4.

Name and Sign of Head

Examination Pattern

Internal- 50 marks

External- 50 marks

Format of the Question Paper

Q1 Short notes

Q.2 objectives

Q.3 short answers/case studies

Q.4 Long answers

Examination Pattern

Internal

External

Format of the Question Paper

Q.1

Q.2

Q.3

Q.4