

ಬೆಂಗಳೂರು
ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



BENGALURU
CITY UNIVERSITY

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No.BCU/BOS/Commerce/138/2022-23

Date: 30.07.2022.

NOTIFICATION

- Sub: II Semester revised Syllabus in respect of:
- B.Com (LSCM)-2.3 Fundamentals of Logistics and Supply Chain Management
 - B.Com -2.5 b. Innovation Management

- Ref: 1. Notification No.BCU/New Syllabus as per NEP/235/2021-22 dated.12.10.2021
- Notification No. BCU/Syn/BoS/OE-UG/278/2021-22 dated. 19.11.2021
 - Letter dated.26.07.2022 received from the Chairman, BoS in Commerce
 - Approval of the Vice-Chancellor dated:30.07.2022

In partial modification of University notifications cited at reference (1&2) above relating to implementation of NEP Syllabus from the academic year 2021-22, the revised B.Com syllabus for II Semester CBCS Scheme are modified as detailed below:

B.Com (LSCM) - 2.3 Fundamentals of Logistics and Supply Chain Management
B.Com – 2.5 b- Innovation Management (Open Elective Course)

The Principals of Constituent and Affiliated Colleges of the University are hereby informed to bring the above revised syllabus to the notice of Teachers and Students concerned.

The copy of the above revised Syllabus is uploaded in the University Website: www.bcu.ac.in for information of the concerned.


REGISTRAR

To:

- All the Principals of the Constituent and Affiliated Colleges of BCU.
- The Registrar (Evaluation), BCU

Copy to;

- The Dean, Faculty of Commerce, BCU.
- The Chairman & Members of BoS in Commerce (UG), BCU.
- The P.S. to Vice-Chancellor/Registrar/Registrar (Evaluation), BCU.
- Office copy / Guard file / University Website: www.bcu.ac.in

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II SEMESTER B.COM (NEP-2020)

Course Code: B.Com. 2.5 b

Open Elective Course (OEC)- INNOVATION MANAGEMENT

Course objectives: This course aims to give a clear understanding of the concept of innovation management and build a foundation for innovative thinking among the students. This course would enable students to have an understanding of the managerial and legal aspects of innovation management.

Unit 1: Introduction to Innovation Management

Innovation: Concept of innovation, characteristics, importance, principles of innovation, process of innovation, factors influencing innovation, determinants of innovation (Internal and external- technological, social, economic, politico-legal); **Innovation Management:** Concept, scope, characteristics of good innovation management, significance of innovation management

Unit 2: Managerial aspects of innovation:

Organisational mechanism for stimulating innovation: separate units for innovation activity, project-based organisations, new venture division (merits and demerits of each); Traits of innovative organisations, current trends- Virtual organisations, boundaryless organisations, learning organisations; **Managing innovation function:** Planning, making resource allocation, organising staffing, leading and controlling for innovation

Unit 3: Areas of innovation

Product innovation: concept, Types (continuous and discontinuous), product innovation methods, Disruptive innovation packaging and positioning innovation

Process innovation: concept, characteristics, Types of process innovations, Process improvement methods- 5W2H, Work simplification, KAIZEN, Six Sigma, BPR (Business Process reengineering), benchmarking- TQM, Business Process reengineering (meanings only).

Unit 4: Legal aspects of innovation

Safeguarding Innovation, Concept of IPR, Patent, Trademark, Industrial design, Copyright, trade secrets; **Indian Patents and Design Act 1991-** Concept, features of the act, inventions that cannot be patented, procedure to apply for patents.

References:

- C S G krishnamacharyulu & R Lalitha "Innovation management", , HPH Pvt. Ltd.
- James A Christiansen "Competitive Innovation Management"- Macmillan Business, 2000
- Paul Trott, "Innovation Management & New product development", , Pitman 2000
- S S George, " Managing innovation in the new millennium: The ICFAI Press
- Tidd J Bessant J , " managing Innovation", 3rd edition, Wiley, Chichester, 2009.

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