



**B.Com.**  
**SEMESTER – II**

<b>Pre-requisites for the course</b>	12 <sup>th</sup> Standard in relevant Stream
<b>Course Code</b>	25330 -CMSEC202-1C - <b>Innovation Management</b>
<b>Course Type</b>	SEC
<b>Credit</b>	02
<b>Contact Hours</b>	02 Hours in a week
<b>Course focussing on</b>	Employability/ Knowledge enhancement
<b>Relevance of course to</b>	Local, National, Regional and Global level
<b>Relation to</b>	Human Values and Professional Ethics, etc.

**Course Objectives:** The course has been designed keeping in view the disciplinary or inter- disciplinary nature of the programme. It is a core course for the B.Com. programme in Commerce and is also open to students of the university under choice based credit system (CBCS). The course introduces meaning and nature of Innovation Management.

**By the end of this course,** students should be able to-

1. Understand the fundamental concepts of enterprise and innovation management
2. Develop knowledge of different types of innovation
3. Foster an entrepreneurial mindset
4. Analyze the ethical and social implications of innovation

**On completion of the course students will be able to:**

- LO 1 – Describe basics knowledge of Key concepts of Innovation Management.
- LO 2 – Create awareness for entrepreneurial motives and intellectual property rights.
- LO 3 - Apply theoretical concepts in order to describe Enterprise and its types.
- LO 4 – Ability to identify and evaluate opportunities

LO: Innovation Management demonstrates a comprehensive understanding of the concepts and theories related to entrepreneurship and innovation management. Identify and evaluate entrepreneurial opportunities by assessing market needs, customer preferences, and emerging trends.

**Teaching Methods:**

Teaching will take place through lectures and interactions. For students, regular attendance and participation in the class is essential. Group and individual activities from student participants would supplement classroom engagement. ICT tools would be used extensively during teaching. Students are expected to participate actively in discussions based on their critical understanding of the assigned readings. 80% attendance is necessary to attend the end semester exam.



**MAHARAJAKRISHNAKUMARSINHIJBHAVNAGARUNIVERSITY**  
(With effect from Academic Year: 2023-24)

**Detailed Syllabus:**

Unit	Course Contents	Teaching Hours	Weightage of Marks
1	Innovation: Meaning, types, importance of innovation, innovation management: meaning of innovation management, historic retrospective of innovation	15	25
2	Opportunity Recognition - Linking Creativity, Entrepreneurship and Innovation - Opportunities recognition and evaluation for fast development - Incremental, steady development- Sources for Innovation -Introduction - Where do innovations come from- A framework for Looking at Innovation Sources	15	25
Total		30 Hours	50 Marks

**Mode of Evaluation:**

**આંતરિક મૂલ્યાંકન :**

SOP મુજબ આંતરિક મૂલ્યાંકન નીચે મુજબના કંપોનન્ટને અનુલક્ષીને કરવાનું રહેશે.

Sr.	Components	Marks Weightage
1	Class Test	૧૦૦ ગુણના પ્રશ્નપત્ર મુજબ ૩૦ ગુણ અને ૫૦ ગુણના પ્રશ્નપત્ર મુજબ ૧૫ ગુણ
2	Objective Test	૧૦૦ ગુણના પ્રશ્નપત્ર મુજબ ૩૦ ગુણ અને ૫૦ ગુણના પ્રશ્નપત્ર મુજબ ૧૫ ગુણ
3	Home Assignment	૧૦૦ ગુણના પ્રશ્નપત્ર મુજબ ૧૦ ગુણ અને ૫૦ ગુણના પ્રશ્નપત્ર મુજબ ૦૫ ગુણ
4	Active Learning [Essay Writing/Article Writing]	૧૦૦ ગુણના પ્રશ્નપત્ર મુજબ ૧૦ ગુણ અને ૫૦ ગુણના પ્રશ્નપત્ર મુજબ ૦૫ ગુણ
5	Class Assignment	૧૦૦ ગુણના પ્રશ્નપત્ર મુજબ ૧૦ ગુણ અને ૫૦ ગુણના પ્રશ્નપત્ર મુજબ ૦૫ ગુણ
6	Attendance	૧૦૦ ગુણના પ્રશ્નપત્ર મુજબ ૧૦ ગુણ અને ૫૦ ગુણના પ્રશ્નપત્ર મુજબ ૦૫ ગુણ

**બાહ્ય મૂલ્યાંકન :**

Details	Marks Weightage	Credits	Exam Hours
ચાર ક્રેડીટના અભ્યાસક્રમમાં ૦૪ યુનિટના માળખાનું પ્રત્યેક પ્રશ્નપત્ર	૨૫-૨૫ ગુણના ચાર પ્રશ્નો	04 Credits	૨.૩૦ કલાક
બે ક્રેડીટના અભ્યાસક્રમમાં ૦૨ યુનિટના માળખાનું પ્રત્યેક પ્રશ્નપત્ર	૨૫-૨૫ ગુણના બે પ્રશ્નો	02 Credits	૨.૦૦ કલાક

**પાસીંગ સ્ટાન્ડર્ડ :**

કુલ ગુણ	પાસ	નાપાસ
૧૦૦	૩૭ કે તેથી વધુ	૩૭ થી ઓછા
૭૫	૨૮ કે તેથી વધુ	૨૮ થી ઓછા
૫૦	૧૯ કે તેથી વધુ	૧૯ થી ઓછા
૨૫ (પ્રેક્ટીકલ)	૧૦ કે તેથી વધુ	૧૦ થી ઓછા

**નોંધ :** ઉક્ત અન્વયે અર્થઘટનના પ્રશ્નો સંદર્ભે SOP નું અંગ્રજી વર્ઝનમાન્ય ગણવાનું રહેશે.

**List of Reference Books :**

- "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
- "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur
- Tandon B.C.: Environment and Entrepreneur chugh publication, Allahabad.
- Simmer A David,: Entrepreneurial Megabooks Jhon Wiley & sons, New York.
- Shrivastav S.B.: Practical Guide to Industrial Entrepreneur sultan chand & sons & sons, New Delhi.
- Prasanna Chandra: Project – Preparation, Appraisal & Implementation, Tata Mec - Graw Hill, New Delhi.
- Pandey I.M.: Venture capital, The Indian Experience, PHI, New Delhi.



8. Holl – j: Entrepreneurship – New Venture creation, PHI. New Delhi.

**E-Resources:**

- <https://www.sba.gov/>
- <https://www.entrepreneur.com/>
- <https://startupnation.com/>
- <https://www.inc.com/>
- <https://www.score.org/>
- <https://www.inc.com/>
- <https://gateway.edu.in>

**E-Content :**

- (<https://www.coursera.org/>)
- (<https://www.udemy.com/>)
- (<https://www.linkedin.com/learning/>)
- (<https://www.youtube.com/user/StanfordECorner>)
- (<https://www.youtube.com/user/ycuniversity>)
- "The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company" by Steve Blank and Bob Dorf provides detailed guidance on starting and scaling a new enterprise.
- "Startup Lessons Learned" by Eric Ries offers insights into lean startup methodology and principles.
- Entrepreneur.com and Harvard Business Review (HBR) offer online articles and blog posts on various aspects of new enterprise management.