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| **PROGRAM** | **Master of Business Administration** |
| **SEMESTER** | **IV** |
| **COURSE TITLE** | **Innovation Management and Technology Appreciation** |
| **COURSE CODE** | **04MB0422** |
| **COURSE CREDITS** | **3** |
| **COURSE DURATION** | **42 Hrs** |

**COURSE OUTCOMES:**

* Describe ideas and approaches to technology and innovation management.
* Critically understand the nature of the "knowledge landscape" - that is, what is established knowledge; where the open questions are; where the active research front currently is; and what analytical perspectives are available.
* Demonstrate a critical appreciation about how technology relates to different disciplines; and be able to show creativity in identifying insights for application in innovation management contexts.
* Apply concepts and approaches from technology and innovation in determining organizational circumstances, critically reviewing specific topics, and making informed judgments about their applicability in uncertain situations.
* Develop the ability for identifying issues, applying critical analysis, and developing creative responses to innovation challenges effectively presented in persuasive reports and presentations.

**COURSE CONTENTS:**

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| Unit No | Unit / Sub Unit | Sessions |
| I | **Innovations in Technology**: Modern organizations – role of internet - Innovation Theory - Innovation Impact - Types of Business Innovations with IT - Management Issues: Challenges for Managers | 9 |
| II | **Technology for decisions and IT strategy:** Data and Information - Information in Organizational Functions - Types of Information Technology and Information Systems - Decision Making with MIS - Communication in Organizations - IT Strategy and Digital Goods - The Competitive Environment of Business - Using IT for Competing - Information Goods - Information Systems and Competitive Strategy | 10 |
| III | **Electronic Commerce, Electronic Business:** E-Commerce Technology - HTML and Email - Doing Business over the Internet -E-Business -Challenges of Managing the IT Function - Vendor Management | 8 |
| IV | **Managing outside innovation:** Crowd-sourcing software - Managing open source innovation - Managing outside innovation - Case study on managing outside innovation | 7 |
| V | **Managing ethical and social issues:** Managing ethical issues - Managing social issues - Innovating to stay green - ICT for development | 8 |

**EVALUATION**:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

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| --- | --- | --- |
|  | Component | Weightage |
| A | Continuous Evaluation Component (Assignment/ Quiz/ Class participation/ presentation/ etc., | 20%(C.E.C) |
| B | Internal assessment | 30%(I.A) |
| C | End- Semester Examination | 50% (External assessment) |

**SUGGESTED READINGS:**

**Text Books:**

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| --- | --- | --- | --- | --- |
| Sr. No | Author/s | Name of the Book | Publisher | Edition and Year |
| T-01 | Rahul De | MIS: Managing Information Systems in Business, Government and Society | Wiley India | Latest |
| T-02 | Rastogi, P.N. | Management of technology and innovation: competing through technological excellence. | Sage Publications India | Latest |
| T-03 | White, Ronald V. | The ELT curriculum: Design, innovation and management (Vol. | Oxford: Blackwell. | Latest |

**Reference Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sr. No | Author/s | Name of the Book | Publisher | Edition and Year |
| R-01 | Ziman. J | Technological Innovation as an Evolutionary Process | Cambridge University Press, Cambridge | Latest |
| R-02 | Tarek Khalil | Management of Technology | McGraw Hill International | Latest |
| R-03 | [Shlomo Maital](https://in.sagepub.com/en-in/sas/author/shlomo-maital) [D. V. R. Seshadri](https://in.sagepub.com/en-in/sas/author/d-v-r-seshadri) | Innovation Management  Strategies, Concepts and Tools for Growth and Profit | Sage Publications | Latest |