

**INDIAN INSTITUTE OF TECHNOLOGY ROORKEE**

**NAME OF DEPTT. / CENTRE :** DEPARTMENT OF MANAGEMENT STUDIES

**1. Subject Code : IBM-08 Course Title : FUNDAMENTALS OF INNOVATIONS, AND BUSINESS MODELS**

**2. Contact Hours: L: 2 T: 1 P: 0**

**3. Examination Duration (Hrs.): Theory: 2 Practical: 0**

**4. Relative Weightage: CWS 25 PRS 0 MTE 25 ETE 50 PRE 0**

**5. Credits: 3 6. Semester: Both**

**7. Pre-requisite: Nil 8. Subject Area: HSSMEC**

**9. Objective:** To acquaint students with fundamentals of innovation, entrepreneurship and new business models.

**10. Details of the Course:**

S.No.	Contents	Contact Hours
1	Introduction to innovation, process of innovation, nature of innovation within firms and their motives for innovation, collaboration with other firms in networks and strategies to protect own position	6
2	Harnessing innovation for businesses : opening of new markets and developing new ways to serve existing customers, threats of rapid pace of technological change to established businesses and existing business models, opportunities for new entrants to markets, response of established businesses	7
3	Innovation and entrepreneurship, managing innovation and entrepreneurship, challenges of innovation strategy, social entrepreneurship and innovation	5
4	Globalization of innovation, open system of innovation, recognising the opportunity, sources of innovation	5
5	Designing business models from entry into incubation, development of business models for your own innovation, analysis of business models of competitors and incumbents.	5
	<b>Total</b>	<b>28</b>

**11. Suggested Books:**

S. No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1	Bessant J. and Tidd J., Innovation and Entrepreneurship, John Wiley & Sons, 2 <sup>nd</sup> Edition	2011
2	Drucker P.F., Innovation and Entrepreneurship, Harper Business	1993
3	Chanal V., Rethinking Business Models for Innovation lessons from entrepreneurial projects, (e book) halshs-00566298, version 2	2011
4	George G. and Bock A.J., Models of opportunity how entrepreneurs design firms to achieve the unexpected, Cambridge University Press	2012
5	Manmohan R. and Aseem K., Managing Innovations and New Product development: Concepts and Cases, PHI Learning	2009