

MANAGEMENT OF INNOVATIONS AND SUSTAINABILITY
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[GENERIC CORE]

Semester: VI	Credits: 3	Subject Code: BB62204	Lectures: 48
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Course Outcomes

At the end of this course, the learner will be able to,

- Apply the concepts of Innovation and Sustainability in a practical sense.
- Summarise the significance of organizational sustainable development and the economic implications of sustainable development.
- Identify and estimate the most common errors made when handling sustainable growth.
- Relate to the socio-political aspects of sustainable development in the social responsibility aspect.

Unit 1: Management of Innovation Sustainability: An Introduction

12

- Innovation
 - Concept, Nature and Approaches
 - Differences between invention and innovation
 - Product innovation and process
 - Technological innovation, commercial or organizational Innovation
 - Indicators Characteristics of innovation in different sectors
- Sustainable innovation
 - Concept, Significance
 - Sustainability as Key Driver of Innovation
- Innovation for Sustainable Development

Unit 2: Managing Innovation with Firms & Strategies and Concepts for Innovation

12

- The innovation imperative: Why innovate?
- Organization and Innovation
- The dilemma of Innovation Management
- Organizational characteristics that facilitate the innovation process
- Organization structure and Innovation
- The role of Individual in the Innovation Process
- IT System and Their Impact on Innovations



Unit 3: Service Innovation and Sustainability Innovation in Business

12

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Chairperson (HoD)	Dr. Rama Venkatachalam	<i>[Handwritten Signature]</i>

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<ul style="list-style-type: none"> ● Service Innovation - Introduction <ul style="list-style-type: none"> ○ Growth in Service Sector ○ Characteristics of service ○ Types of Services ● Difference Product and Service ● Classification of Service Innovation ● Service Innovation and the Consumer ● Energy and Materials: New Challenges in the First Decade of the Twenty-first Century ● Defining Sustainability Innovation in Services 	
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Unit 4: Management of Sustainable Development	12
<ul style="list-style-type: none"> ● Concept ● Economic aspects of sustainable development ● Socio-political aspects of sustainable development ● Ecologic aspects of sustainable development ● Green and Organic organizations 	

12 hours for Library work, practical or field work or research purposes

Reference Books:

<ul style="list-style-type: none"> ● Dilip M sarwate, Amitabh D Sarwate ,<i>Manangement and Innovation-Strategic tools for decision Making</i> , Vishwakarma Publication, 2016 ● Raj Shankar ,<i>Entreprenuership, Theory and Practice</i>, Chennai Max Press, 2012 ● Paul Trott ,<i>Innovation Management & New Product Development</i> , Pearson Netherland, 2016 ● Raj Kumar Sen, Kartik C. Roy ,<i>Sustainable Economic Development and Environment</i>, Atlantic Publishers and Distributors Pvt. Ltd. India ● Deb Prasanna Choudhury,<i>Sustainability Management</i>, Zorba Books India ● Khai Ern <i>Concepts and Approaches for Sustainability Management</i>, Lee Springer International Publishing, Switzerland AG

E- Resources

<ul style="list-style-type: none"> ● https://nlist.inflibnet.ac.in/ ● https://search.ebscohost.com/
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25/8/24

St. Mira's College for Girls, Pune
(TYBBA 2022-2025)

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Alumni	Ms. Devi Krishna		<i>Devi Krishna</i> 25/8/24



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