

INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE

INSTITUTE OF MANAGEMENT STUDIES			
B.B.A. (e-Commerce)			
Semester IV			
(Batch 2021-2024)			
Subject Name	Digital marketing	Subject Code	MS6A-202
		Total Credits	03
Subject Nature: CORE			
Course Objective: The course aims at developing an understanding of Digital Marketing and the various processes associated with it.			
Learning Outcome: The students will develop the expertise required to evaluate, analyze and create digital marketing and digital communication campaigns, digital advertising, e-business and web marketing.			
Examination scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT –I Principles and Drivers of New Marketing Environment	1.1 Digital media industry- Reaching Audience through Digital Channels 1.2 Traditional and Digital Marketing 1.3 Introduction to online marketing Environment 1.4 Dotcom Evolution, Internet Relationship, 1.5 Business in modern economy, 1.6 Integrating e - Business to an existing Business Model 1.7 Online Marketing Mix – Mobile Marketing – Digital Signage.		03

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Unit-2 Purchase Behaviour of Consumers in Digital Marketing Format	2.1 Online Customer Expectations, Online B2C Buying Process 2.2 Online B2C Buying Behaviour 2.3 Website Designing, Website content 2.4 Forms of Search Engines, Working of Search Engines, Revenue Models in search engine positioning – SEO – Display Advertising – Trend.	08
Unit – 3 Product Attributes and Web Marketing Implications	3.1 Augmented Product Concept – Customizing the Offering 3.2 Dimensions of Branding Online - Internet Pricing Influences – Price and Customer Value – Online Pricing Strategies and Tactics 3.2 Time based online pricing - Personalized Pricing – Bundle Pricing	08
Unit- 4 Internet Enabled	4.1 Turning Experience Goods into Search Goods – 4.2 Personalization through Mass Communication – Choice Assistance – Personalized Messaging 4.3 Selling through online intermediaries – Direct to Customer Interaction – online channel Design for B2C and B2B Marketing	04
Unit -5 Integration of online communica tion	5.1 Integrating online communication to IMC Process 5.2 Online Advertising – Email marketing – Viral Marketing – Affiliate Marketing 5.3 Participatory Communication Networks – Social Media Communities – Consumer Engagement – Co-created Content Management 5.4 Interactive Digital Networks 5.5 Customer Led Marketing Campaigns 5.6 Legal and Ethical Aspects related to Digital Marketing	04
	TOTAL CLASSROOM CONTACT SESSIONS	45
<p>Text Reading: Latest Editions</p> <ol style="list-style-type: none"> 1. Elements of Mercantile Law by N.D. Kapoor, Sultan Chand, 32nd Edition 2. Legal Aspects of Business, Akhileshwar Pathak, Tata McGraw Hill, 4th Edition 3. Business Law, S.S.Gulshan, Excel Books, 4th Edition. 		

INSTITUTE OF MANAGEMENT STUDIES			
B.B.A. (e-Commerce)			
Semester IV			
(Batch 2021-2024)			
Subject Name	COMPUTER GRAPHICS & ANIMATION	Subject Code	MS6A-204
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ol style="list-style-type: none"> 1. To help the students aware about the latest systems available and proper uses of system for Their software development. 2. To provide the necessary foundation for all other courses based on management practices across the world. 3. The objective of the course is to develop fundamental understanding of computer graphics and multimedia. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Define computer graphics and explain the display device. 2. Briefly describe the hardware copy device and graphics primitives and principles of animation and how actually color models works. 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT –I INTRODUCTI ON	Introduction to Computer Graphics and its application		03

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UNIT-2 DISPLAY DEVICE	Raster scan monitors. Random scan monitors, Color CRT monitors Plasma Panel, LCD, Anti Aliasing techniques	03
UNIT-3 HARDWARE COPY DEVICE	Printers and Plotters, Input devices: Mouse, Joysticks, Touchpanel, Trackball, Light pen, Scanner, Digital camera	03
GRAPHICS PRIMITIVE	Line, Circle, Text Generation algorithms	03
UNIT-4 TRANSFORMA TION	Translation, Scaling, Rotation, Reflection, Shear, Homogeneous coordinate system, composite transformation. Raster method of transformation. Window to viewport transformation.	09
UNIT-5 THREE DIMENSIONA L	3D Geometry, 3D display techniques, Transformations, Viewing parameters, 3D representation.	09
UNIT-6 PRINCIPAL OF ANIMATION	Animation Principles of animation, cell animation, kinematics, morphing.	06
COLOR MODELS	Color models	06
TOTAL CLASSROOM CONTACT SESSIONS		45
<p>Learning Resources: Text Book :-</p> <ol style="list-style-type: none"> 1. Multimedia: Computing Communication & Applications – Ralf Steinmetz. Pearson Education. 2. Multimedia Fundamental Vol. I – Ralf Steinmetz. Pearson Education <p>Computer Graphics – Donald Heam and M. Pauline Baker, Prentice Hall of India</p>		

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B.B.A. (e-Commerce)			
Semester IV			
(Batch 2021-2024)			
Subject Name	SOFTWARE ENGINEERING	Subject Code	MS6A-206
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ol style="list-style-type: none"> 1. To help the students aware about the latest systems available and proper uses of system for Their software development. 2. To provide the necessary foundation for all other courses based on management practices across the world. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Define software engineering and introduction and its models 2. Briefly describe the planning and project management and at the end requirements and designing the system. 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT-1 Introduction And Models	What is software engineering, the evolving Role of software, software characteristics, software components, software application software process and model		12
UNIT-2 Planning and Managing the projects	Software project planning, metrics for software productivity and quality, project estimation techniques and models		13
UNIT-3 Capturing The	The requirement process types of requirement, object oriented analysis, software prototyping, requirement validation, measuring requirements, requirements analysis methods		10

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UNIT-4 Designing The System	The design process, design fundamentals, data designs, arc	10
	TOTAL CLASSROOM CONTACT SESSIONS	45

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B.B.A. (e-Commerce)			
Semester IV			
(Batch 2021-2024)			
Subject Name	HUMAN RESOURCE MANAGEMENT	Subject Code	MS6A-208
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ol style="list-style-type: none"> 1. To make students aware about different functions of human resource management. 2. To make an understanding among students about different terms closely associated with HRM 			
Learning Outcome:			
At the end of the course students should be able to; <ol style="list-style-type: none"> 1. Define HRM and understand its importance in managing diverse workforce. 2. Help students to make themselves skilled in HR function for the present day organization 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT-1 The field of HRM	1.1 Concept and Functions 1.2 Evolution of Human Resource Management 1.3 Models for excellence 1.4 HRM Models		06
UNIT-2 HR Policies	2.1 Formulation and Essentials of Sound HR Policies 2.2 Factors Influencing Personnel Policy of the Organisation		09
UNIT-3 Acquisition of Human Resources	3.1 Job Analysis 3.2 Job Description and Job Specification 3.3 Job Evaluation 3.4 An overview of Recruitment & Selection		09

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UNIT-4 Development of Human Resources	4.1 Orientation and Induction 4.2 Determining Training Needs 4.3 Overview of Training and Development	09
UNIT-5 Maintenance of Human Resources	5.1 Placement Promotion and Transfer 5.2 Performance Appraisal 5.3 Career and Succession Planning	09
Unit – 6 Separation processes	6.1 Retirement 6.2 Layoff 6.3 Discharge 6.4 VRS	3
	TOTAL CLASSROOM CONTACT SESSIONS	45
Learning Resources: Text Book :- 1. Human Resource Management – Gary Dessler, Pearson Education 2. Managing Human Resources – Devid B. Balkin, Pearson Education		

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B.B.A. (e-Commerce)			
Semester IV			
(Batch 2021-2024)			
Subject Name	BUSINESS RESEARCH METHODOLOGY	Subject Code	MS6A-210
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ol style="list-style-type: none"> 1. To help the students aware about the latest systems available and proper uses of system for Their software development. 2. To provide the necessary foundation for all other courses based on management practices across the world. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 3. Define Research methodology and explain how the sample are taken and measured 4. Briefly describe the method of data collection, concept of testing, and role of computer In research. 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT –I	<ul style="list-style-type: none"> • INTRODUCTION TO RESEARCH METHODOLOGY • DEFINING RESEARCH PROBLEM • RESEARCH DESIGN • SAMPLING DESIGN 	07	
UNIT-2	MEASUREMENT AND SCALING TECHNIQUE METHODS OF DATA COLLCTION	08	

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UNIT-3	<ul style="list-style-type: none">• PROCESSING AND ANALYSIS OF DATA• SAMPLING FUNDAMENTALS	05
UNIT-4	<ul style="list-style-type: none">• CONCEPT OF TESTING HYPOTHESIS• CHI SQUARE TESTING• ANALYSIS OF VARIANCE	10
UNIT-5	<ul style="list-style-type: none">• INTERPRETATION AND REPORT WRITING• ROLE OF COMPUTER IN RESEARCH	10
	TOTAL CLASSROOM CONTACT SESSIONS	45
Learning Resources: Text Book :- 1. William G. Zikmund, Business Research Methods, 7th edi. Cengage Learning, 2. K.N. Krishnaswamy, Sivakumar, Mathirajan, Management Research Methodology: Integration of Principles, Methods and Techniques, Pearson Education 2008 3. J. K. Sachdeva, Business Research Methodology, 2008, Himalaya Pub. House 4. AB Rao Research Methodology for Management and Social Sciences, Excel Books Paul E. Green, Donald S. Tull, Research for Marketing Decisions, PHI. 5th edition		

INSTITUTE OF MANAGEMENT STUDIES			
B.B.A. (e-Commerce)			
Semester IV			
(Batch 2021-2024)			
Subject Name	LEGAL ENVIRONMENT	Subject Code	MS6A-212
		Total Credits	03
Subject Nature: Elective			
Course Objective:			
<ol style="list-style-type: none"> 1. To acquaint students with general law issues to help become more informed, sensitive and effective business leaders. 2. To provide the students with an understanding of fundamental legal issues pertaining to enhance their ability to manage businesses effectively. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Provide an overview of important laws that have a bearing on the conduct in India 2. Understand various modes of dispute. 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT –I The Contract Act, 1871	1.1 Nature and classification of contracts - Essential elements of a valid contract 1.2 Offer and Acceptance - Consideration - Capacities of Parties 1.3 Provisions relating to free consent, void agreements 1.4 Provisions relating to performance and discharge of contract 1.5 Breach of contract - Meaning and remedies		03

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Unit-2 companies act 2013	2.1 Meaning and essential features of a company, Types of companies 2.2 Formation of company, memorandum and articles of association, Prospectus 2.3 company meetings, company directors and managers concept of independent directors, duties of directors, appointment remuneration and allied matters 2.4 Single person company, company secretary duties and responsibilities 2.5 CSR guidelines and rules	08
Unit – 3 competition laws	3.1 competition act 2002: Objectives and anti-competitive agreements 3.2 Abuse of competitive position, combination and its regulations 3.3 competition commission: composition, duties, powers and functions	08
Unit- 4 The Negotiable Instruments Act, 1881	4.1 Negotiable Instruments - Meaning, Characteristics, Types, Parties – Holder and holder in Due Course 4.2 Negotiation and Types of Endorsements 4.3 Dishonors of Negotiable Instrument - Noting and Protest 4.4 Liability of parties on Negotiable Instrument.	04
Unit -5 Investment Laws	5.1 SEBI act 1992: Objectives and salient features of securities 5.2 SEBI: composition Powers and functions 5.3 SEBI Guidelines: Pre-issue formalities, disclosure standards, legal requirements, operations of clearing 5.4 SEBI guidelines for mutual funds and venture capital	04
Unit-6 The Consumer Protection Act, 1986	6.1 Definitions of Consumer, Complainant, Goods, Service - Meaning of Consumer Dispute, Complaint - Unfair Trade Practices - Restrictive Trade Practices 6.2 Rights of Consumers 6.3 Consumer Disputes Redressal Agencies	8
Unit-7 Miscellaneous Laws	Miscellaneous brief Outline of various laws: 7.1 Introduction to IT act 2000, Digital signature, Major cyber-crime and penalty 7.2 Meaning of patent, copyright and trademark and registration procedure, Major penalties on violation of patent, copyright and trademarks. 7.3 basic guidelines and penalties under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 ,	10
	TOTAL CLASSROOM CONTACT SESSIONS	45
<p>Text Reading: Latest Editions</p> <ol style="list-style-type: none"> 4. Elements of Mercantile Law by N.D. Kapoor, Sultan Chand, 32nd Edition 5. Legal Aspects of Business, Akhileshwar Pathak, Tata McGraw Hill, 4th Edition 6. Business Law, S.S.Gulshan, Excel Books, 4th Edition. 		

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B.B.A. (e-Commerce)			
Semester IV			
(Batch 2021-2024)			
Subject Name	FINANCIAL MANAGEMENT	Subject Code	MS6A-214
		Total Credits	03
Subject Nature: Elective			
Course Objective: The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business.			
Learning Outcome: At the end of the course students should be able to; 1. Understand Concepts of Financial Management and their Application in Financial Analysis and Interpretation. 2. Use Financial Management Tools for Managerial Decision Making			
Examination scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT –I Introduction	1.1. Meaning and Objectives of Financial Management. 1.2. Scope and Functions of Financial Management. 1.3. Wealth Maximization v/s Profit Maximization. 1.4. Short Term and Long Term Sources of Finance in India.		09

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Unit-2 Working Capital Management	1. Cash and Liquidity Management. 2. Credit Management. 3. Determination of Working Capital and its Financing.4. CMA form for Working Capital.	09
Unit – 3 Ratio analysis	3.1. Liquidity Ratios. 3.2. Profitability Ratios. 3.3. Leverage Ratios. 3.4. Activity Ratios. 3.5. Calculation and Interpretation of Ratios.	09
Unit- 4 Investment and Financing Decisions	4.1. Concept of Time Value of Money. 4.2.DCF and Non DCF Methods for Evaluating Projects, 4.3.Relationship between Investment and Financing Decisions, 4.4. Cost of Debt & Bonds, Cost of Preference Share, Cost of Equity, Weighted Average Cost of Capital	09
Unit -5 Leverage Analysis	5.1.Determination of operating leverage, financial leverage and total leverage, 5.2. Leverage and Financial Distress.	09
TOTAL CLASSROOM CONTACT SESSIONS		45
<p>Text Reading:</p> <ol style="list-style-type: none"> 1. Pandey, I.M. financial Management, Vikas Publishing House, New Delhi. 2. Khan M.Y. and Jain P.K. Financial Management, Tata McGraw Hill, New Delhi. 3. Keown, Arthu J., Martin, John D., Petty, J. William and Scott, David F, Financial Management. Pearson Education. 4. Chandra, Prasanna; Financial Management TMH, New Delhi. 		

INSTITUTE OF MANAGEMENT STUDIES			
B.B.A. (e-Commerce)			
Semester IV			
(Batch 2021-2024)			
Subject Name	Introduction to psychology	Subject Code	MS6A-216
		Total Credits	03
Subject Nature: Elective			
Course Objective:			
<ol style="list-style-type: none"> 1. To develop the ability of systemic thinking 2 To develop independence in professional world and in making business decisions. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> • At the end of the course student will learn Communication effectively in both oral and written formats. Career planning and development emerge from the major with realistic ideas about how to use psychological knowledge, skill and values. 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT-1	Introduction: Definition, Scope, Methods and Branches of Psychology (with special reference to Industrial/Organizational Psychology). Major Viewpoints – Behaviouristic approach, Gestalt school, Psychoanalytic school (Freud).	09	
UNIT-2	Sensation, Attention and Perception: Attributes and classification of sensation; Attention – Determinants, shift, fluctuations, distraction; Perception – Definition, determinants.	09	
UNIT-3	Learning Process: Factors of Learning, Theories – Connectionism, Classical and Operant Conditioning, Programmed Learning.	09	
UNIT-4	Memory: Encoding, Storage, Retrieval; STM, LTM, Other types. Forgetting – its causes. Emotion: Reaction (types), Physiological basis. Intelligence: Definition, Concept of IQ, Emotional Intelligence. Personality: Definition, Types, Traits, Tests.	09	

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UNIT-5	Motivation - concept, motivational cycle, types of motives – primary and Motivational theories – drive theory, arousal theory, expectancy theory, goal-setting theory, and equity theory. Emotion – concept, types of emotions, external constraints on emotion – organizational influences and cultural Gender and emotion.	09
	TOTAL CLASSROOM CONTACT SESSIONS	45
Learning Resources: Text Book :- 1 Baron, R.A. Psychology. Fifth Edition. Prentice-Hall of India. 2 Feldman, R. S. Understanding Psychology. Tenth edition. Tata McGraw-Hill.		

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B.B.A. (e-Commerce)			
Semester IV			
(Batch 2021-2024)			
Subject Name	Retail Management	Subject Code	MS6A-218
		Total Credits	03
Subject Nature: Elective			
Course Objective:			
<p>1. The course enables the students to appreciate the importance of retailing and distribution in the emerging market scenario, and equips them with the tools and techniques.</p>			
Learning Outcome:			
<p>At the end of the course students should be able to;</p> <ol style="list-style-type: none"> 1. Apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges for creating excellent retailing experience. 2. Critically analyze and summarize market information to assess the retailing environment and formulate effective retail strategies. 			
Examination scheme:			
<p>The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.</p>			
Course Contents			Class Room Contact Sessions
UNIT –I	Introduction to retailing: Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment.		03
UNIT-2	Retail purchasing and pricing: Purchase management:- Merchandise purchasing, open to buy, open to buy planning, analyzing the merchandise performance, Pricing strategies:-every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing. Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing.		03
UNIT-3	Retail marketing and promotion: Nature and scope:-relationship		

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	marketing, market strategies, retail research Understanding the retail customer:- retail market, population analysis, demographic analysis, consumer behavior Retail promotion Mix: - Retail promotion programme, retail advertising media, promotional budget. Customer services: - customer services, services quality gaps, service recovery	06
UNIT-4	Information system in retailing: Acquiring and using information strategies, technology in retail, information sources, retail information system	09
UNIT-5	Retailing in India: Evolution and trends in organised retailing, Indian organised retail market, FDI in Indian organised retail sector, retail scenario in India, future trends of retail in India.	10
UNIT-6	Ethical and legal issues in Retailing: Dealing with ethical issues, social responsibility	
TOTAL CLASSROOM CONTACT SESSIONS		45
<p>Learning Resources:</p> <ol style="list-style-type: none"> 1. Berman, Berry and Joel Evans Retail Management. 2. Cooper, J. Strategy planning in Logistics and Transportation. 3. Cox, Roger and Paul Brittain Retail Management. 4. Levy & Weitz Retailing Management. 5. Kotler, Philip Marketing Management. 		

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INSTITUTE OF MANAGEMENT STUDIES			
B.B.A. (e-Commerce)			
Semester IV			
(Batch 2021-2024)			
Subject Name	Creativity and Innovation	Subject Code	MS6A-220
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
To develop the ability of systemic thinking			
To develop independence in professional world and in making business decisions.			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> • Identify challenges and create solutions. • Create Commercial innovations • Define and reconstruct problems using design thinking 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT-1	1.1 Define and understand creativity, 1.2 Conceptualize innovation 1.3 design thinking process	10	
UNIT-2	2.1 Relationship between creativity , 2.2 Innovation and entrepreneurship 2.3 Barriers to creativity and innovation	7	
UNIT-3	3.1 Process and principles of design thinking , 3.2 Concept of Idea system 3.3 Importance of empathising in innovation	7	
UNIT-4	4.1 Design thinking tools 4.2 Innovation strategies 4.3 Social Innovation –concept	7	

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	4.4 Gap between actual and real situation in social innovation perspective 4.5 Understanding social innovation through case studies	
UNIT-5	5.1 Application of design thinking 5.2 New product development role of innovative ideas 5.3 Importance and management of knowledge, 5.4 Application of knowledge management in product development	7
UNIT-6	6.1 Team structures and their role in Innovation. 6.2 Establishment of team structures to facilitate the process of innovation	7
	TOTAL CLASSROOM CONTACT SESSIONS	45
Learning Resources: Text Book :- 3 E. sickafus Unified Structured Inventive Thinking , Ntelleck1997 4 Kaplan :Introduction to TRIZ 1995 5 The Art of Inventing (and suddenly the inventor appeared) 6 T Kelly : the art of Innovation Doubleday 2001		