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BBA

Semester IV

Calicut University

Innovation and Business Dynamics

Course Code: BBA4CJ204 • Module SYLLABUS Notes

Course Syllabus

Course Code: BBA4CJ204 | **Course Title:** Innovation and Business Dynamics | **Semester:** IV

Module I: Foundations of Innovation & Technology Management

- Unit 1: Concept, Types, and Scope of Business Innovation (Product, Process, Business Model).
- Unit 2: Disruptive Innovation (Clayton Christensen) vs Sustaining Innovation.
- Unit 3: Innovation Lifecycle, S-Curve of Technology, Technology Adoption Life Cycle.
- Unit 4: Open Innovation Models & Corporate R&D Management.

Module II: Business Dynamics & Market Ecosystems

- Unit 5: Understanding Business Dynamics, Environmental Velocity, Hypercompetition.
- Unit 6: Platform Economics, Network Effects, Multi-Sided Marketplaces.
- Unit 7: Dynamic Capabilities Framework (Teece) – Sensing, Seizing, Transforming.
- Unit 8: Ecosystem Competition & Industry Value Chain Reconfiguration.

Module III: Creativity, Design Thinking & Product Innovation

- Unit 9: Individual and Organizational Creativity Techniques (TRIZ, SCAMPER).
- Unit 10: Design Thinking Process – Empathize, Define, Ideate, Prototype, Test.

- Unit 11: Agile Development Methodologies in Business Innovation.
- Unit 12: Managing Innovation Risk & Portfolio Optimization.

Module IV: Digital Transformation & Future Dynamics

- Unit 13: Digital Transformation Drivers – AI, IoT, Cloud, Blockchain, Automation.
- Unit 14: Industrial Revolution 4.0 & Business Model Re-engineering.
- Unit 15: Frugal Innovation (Jugaad) and Emerging Market Dynamics.
- Unit 16: Organizational Culture for Continuous Innovation & Change Management.

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