

**Uka Tarsadia University**

**B.V. Patel Institute of Management**



**B.B.A.**

**Semester –IV**

**030030415 – CC19 Managing Innovation**

**Practical Work**

**SEMESTER-IV**  
**030030415 – CC19 Managing Innovation**

**Objective of the Assignment:**

- To enhance students understandings and practical approach regarding innovation management
- To provide knowledge about how to analyze and understand new terms of innovation

**Guidelines for Managing Innovation Practical Assignment**

- Submission date: 23<sup>rd</sup> January, 2019
- Case studies are available on [www.innovation-portal.info](http://www.innovation-portal.info)
- Students have to solve the case and questions given in the case study ( in case open ended case, students need to prepare minimum 3-5 questions for the same)
- Students need to prepare the report/Presentation in the given manner
  - Summary of the case
  - Solution of questions
  - Findings from the case
  - Conclusion

1. Evaluation is on the basis of group work and Individual performance in viva/presentation.
2. Groups have to submit documents in print form only. But before submitting you have ensured that the same documents available with you (all members need to have their own copy).
3. For any quarry you may ask your subject teacher.

**Practical Assignment Topics**

**S Y BBA- 1 Practical Assignment Group Wise Topics Lists**

Sr. no.	Topic
1	Zara case study
2	Marshall case study
3	Case study on Kodak
4	Case study on Model T ford
5	Case study on Lego
6	Case study on Aravind Eye Clinics
7	Case study on tesco's fresh & easy store development
8	Case study on treadles
90	Case study on Freeplay energy
10	Case study on Phillips exploring issue around new project
11	Case study on Phillips Lighting's challenges on innovation leadership and team working
12	Case study on Spirit
13	Case Study on INdT
14	Case study on Innovation behind the BBC's 'walking with dinosaurs'
15	Case study on Bank of Scotland
16	Case study on green supply chain management
17	Case study on Green building
18	Case study on 3M
19	Case study on electroco
20	Case study on Kodak- Leveraging assets
21	Case study on Kao corporation

**S Y BBA- 2 Practical Assignment Group Wise Topics Lists**

Sr. no.	Topic
1	Case study on treadles
2	Case study on 3M
3	Case study on Kao corporation
4	Case study on Kodak
5	Case study on electroco
6	Case Study on INdT
7	Case study on Lego
8	Case study on Freeplay energy
9	Zara case study
10	Case study on tesco's fresh & easy store development
11	Case study on Phillips exploring issue around new project
12	Case study on Green building
13	Case study on Bank of Scotland
14	Case study on Aravind Eye Clinics
15	Case study on Innovation behind the BBC's 'walking with dinosaurs'
16	Case study on Spirit
17	Case study on green supply chain management
18	Case study on Phillips Lighting's challenges on innovation leadership and team working
19	Marshall case study
20	Case study on Model T ford
21	Case study on Kodak- Leveraging assets
22	Case study: The changing nature of the Music industry

Student has to prepared subject specific assignment in group as per instruction by subject teacher on particular time. All rules and regulations for specific assignment given at the time of assignment allotment.

### **Subject Specific Assignment No. 1**

#### **Guidelines:**

- Students have to analyze the movie and enlist the innovative things which are used in the movie and explain in report.
- Students need to prepare the report/Presentation in the given manner
  - Summary of the movie
  - Findings from the movie in respect to analysis of innovation
  - Conclusion

### **Subject Specific-2**

#### **Guidelines:**

- Students need to use the theme given above and create poster or painting representing the theme with related message.
- Ideal paper size 3\*4

### **Subject Specific-3**

#### **Guidelines:**

- Students need to make some products form waste out of use.

**S Y BBA- 1 Subject Specific Assignment Group Wise Topics Lists**

Sr. no.	Subject Specific-1 (Movies)	Subject Specific-2 ( poster/painting with message)	Subject Specific-3
1	Hobbit-1	Charity theme	Students need to make waste out of best product by each group.
2	Ra-one	Child care theme	
3	Thor(2011)	Mother theme	
4	Avengers (2011)	Earth theme	
5	Iron Man-1	Green theme	
6	Hobbit-2	College life theme	
7	Captain America-1	School life theme	
8	Thor(2017)	Car theme	
9	Avengers(2018)	Mountain theme	
10	Spider man-1	Sports theme	
11	Hobbit-3	Yoga theme	
12	Ant Man-1	Reading theme	
13	Thor(2013)	Framing theme	
14	Doctor Strange(2016)	Canteen theme	
15	Guardians of the galaxy vol.1	Tea theme	
16	Captain marvel(2019)	Old age home theme	
17	Iron Man(2008)	Girl child death theme	
18	Hulk(2008)	Mobile use theme	
19	Bahubali-1	Flood theme	
20	Thugs of Hindustan	Mental illness theme	
21	Guardians of the galaxy vol.2	Movie theme	

**S Y BBA- 2 Practical Assignment Group Wise Topics Lists**

Sr. no.	Subject Specific-1 (Movies)	Subject Specific-2 ( poster/painting with message)	Subject Specific-3
1	Guardians of the galaxy vol.2	Sports theme	Students need to make waste out of best product by each group.
2	Ra-one	Movie theme	
3	Thor(2011)	Yoga theme	
4	Avengers (2011)	Flood theme	
5	Iron Man(2008)	Tea theme	
6	Hulk(2008)	College life theme	
7	Captain America-1	School life theme	
8	Thugs of Hindustan	Old age home theme	
9	Ant Man-1	Mountain theme	
10	Guardians of the galaxy vol.1	Charity theme	
11	Hobbit-3	Mother theme	
12	Captain marvel(2019)	Reading theme	
13	Thor(2013)	Framing theme	
14	Doctor Strange(2016)	Canteen theme	
15	Spider man-1	Green theme	
16	Avengers(2018)	Car theme	
17	Iron Man-3	Girl child death theme	
18	Hobbit-2	Mobile use theme	
19	Bahubali-1	Earth theme	
20	Thor(2017)	Mental illness theme	
21	Hobbit-1	Child care theme	
22	Bahubali-2	City life theme	