PROGRAM	Master of Business Administration
SEMESTER	3
COURSE TITLE	Creativity and Innovation
COURSE CODE	04MB0352
COURSE CREDITS	3
COURSE DURATION	42 Hrs (42 sessions of 60 minutes each)

COURSE OUTCOMES:

* Recognize innate creative potential and its role in to enhance quality of individual / Business.
* Appreciate the role of courage in coming up with and implementing new ideas and approaches in entrepreneurial problem solving.
* Describe the creative and innovative processes and understanding the ways in which individuals/ firms interact with the society.
* Discuss practice of entrepreneurial thinking in a larger social context.
* Invent or experiment with a project that shows the students understanding of creativity and innovation to become more visionary.
* Apply frameworks and tools that will improve individual, team, and organizational creativity.
* Understand creativity and innovation in global context with a focus on the changing economy and entrepreneurial thinking.

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	**Introduction** Creativity - Recognize the own creativity, its potential ; Self- education and expansion - The importance and need for innovation. - Understanding and managing a human centered innovation methodology.	8
II	**Investigation** - Recognizing the importance of observation and empathy tools to understand real user needs. - Developing own observation guidelines and tools to gather information. Innovation – Types -Incremental and Radical Innovation - Factors that Favor Incremental Innovation, - Service Innovations - Innovations in Processes	8
III	**Ideation** - Creativity Tools and Techniques - Entrepreneurial Creativity - Characteristics of Creative Groups, Three Components of Individual Creativity - Time Pressure and Creativity - Steps for Increasing Creativity - Developing the ability to create in a collaborative and diverse team. - Designing multiples alternatives of solutions for the same problem.	8
IV	**Prototyping** Developing concepts and ideas through modeling and "Rapid Prototype ". - Communicating ideas trough visual maps and three-dimensional representations. - Feedback from the users by testing the prototypes.	9

	Moving Innovation to Market - The Idea Funnel - Stage-Gate Systems - Extending Innovation through Platforms		
V	**Implementation** **-** Controlling and combining multiple variables of a problem. - Detecting the key proposals and synthesizing them in a final solution - Identifying the appropriate specialists to develop the design. - Creating a system around the solution and developing a value proposition. - Designing an effective presentation of the offer. - Technology Management - Asset Protection through IPR	9	

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignment/ Quiz/ Class participation/ presentation/ etc.,	20%(C.E.C)
B	Internal assessment	30%(I.A)
C	End- Semester Examination	50% (External assessment)

SUGGESTED READINGS:

Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
T-01	Harvard Business Review Press	Managing Creativity and Innovation	Harvard Business Press	Latest Edition
T-02	Bettina von Stamm	Managing Innovation, Design and Creativity	John Wiley & Sons	Latest Edition
T-03	Vijaykumar Khurana	Management of Technology and Innovation	Ane Books Pvt. Ltd	Latest Edition

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
R-01	H. S. Fogler and S.E. LeBlanc	Strategies for Creative Problem Solving	Prentice Hall	Latest
R-02	E. Lumsdaine and M. Lumsdaine	Creative Problem Solving	McGraw Hill	Latest
R-03	E. Sickafus	Unified Structured Inventive Thinking	Ntelleck	Latest