



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURES CONTENT

CREATIVITY, INNOVATION AND ENTREPRENEURSHIP								
III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBD43	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Entrepreneurship Development								

I. COURSE OVERVIEW:

The aim of this course is to enhance understanding the roots and puzzles of creativity to mastering creative problem-solving and cultivating creative intelligence, participants will explore strategies for evaluation, unblocking creativity, and creating an innovative environment.

II. COURSES OBJECTIVES:

The students will try to learn:

- I. The creative cerebration, creative Personality and motivation, creative Environment, creative technology.
- II. The structuring of ill, defined problems, creative problem solving-models of creative problem solving mechanisms of divergent thinking.
- III. Creative intelligence abilities, a model of creative intelligence, convergent thinking ability, traits congenial to creativity.
- IV. The systems approach to innovation, innovation in the context of emerging economies, organizational factors affecting innovation at the firm level.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Demonstrate the environmental and technological factors influencing creativity.
- CO2 Examine structure ill-defined problems and apply models and mechanisms for creative problem-solving.
- CO3 Describe the creative intelligence abilities, traits conducive to creativity, and the relationship between personality, motivation, and creativity.
- CO4 Summarize the role of creativity and strategies for unblocking, along with designing creative environments
- CO5 Illustrate the concept and levels of innovation, differentiate between incremental and radical innovation, and explore ideation methods.
- CO6 Apply a systems approach to innovation, exploring organizational factors affecting innovation at the firm level.

IV. COURSE CONTENT:

MODULE – I: THE CREATIVITY PHENOMENON (08)

Creative celebration, creative Personality and motivation, creative Environment, creative technology, creativity training, puzzles of creativity, spiritual and social roots of creativity, essence, elaborative and expressive creativities, quality of creativity, existential, entrepreneurial and empowerment creativities criteria for evaluating creativity, credible evaluation, improving the quality of our creativity.

MODULE - II: MASTERING CREATIVE PROBLEM SOLVING: (09)

Structuring of ill, defined problems, creative problem solving-models of creative problem solving mechanisms of divergent thinking, useful mechanisms of convergent thinking, and techniques of creativity problem solving.

MODULE - III: CREATIVE INTELLIGENCE (09)

Creative intelligence abilities, A model of creative intelligence, convergent thinking ability, traits congenial to creativity, creative personality and forms of creativity, motivation and creativity. Blocks to creativity, fears and disabilities, strategies for unblocking, energy for your creativity, designing creativogenic environment.

MODULE - IV: INNOVATION MANAGEMENT (09)

Concept of innovation, levels of innovation, incremental Vs. radical innovation, inbound and outbound ideation- open and other innovative ideation methods, theories of outsourcing new product development: Transaction cost, resource based, resource dependence, knowledge based theories.

MODULE - V: MICRO AND MACRO PERSPECTIVES OF INNOVATION (10)

Systems approach to innovation, innovation in the context of emerging economies, organizational factors affecting innovation at the firm level, leadership and Innovations, open innovation, innovation framework, innovations developed by open technology communities.

V. TEXT BOOKS:

1. H. James Harrington, Creativity, Innovation, and Entrepreneurship: The Only Way to Renew Your Organization”, Taylor & Francis Inc., 2018.
2. U. Jerinabi, P. Santhi, “Creativity, Innovation and Entrepreneurship”, allied Publisher Ltd, May 2016.
3. Dr. Kalpana Maheshwari, “Creativity & Innovation”, Indra Publishing House, 2016.
4. Urvashi Makkar, Rinku Sanjeev, Sunayana Jain, “Innovation & Creativity Management”, Bharti Publications, 1st Edition, 2015.
5. Vinnie Jauhari, Sudanshu Bhushan, “Innovation Management, Oxford Higher Education”, 7th Edition, 2014.
6. C. S. G. Krishnamacharyulu, R. Lalitha, “Innovation Management”, Himalaya Publishing House, 4th Edition, 2010.
7. Pradip N Khandwalla, “Lifelong Creativity, An Unending Quest”, Tata McGraw Hill, 5th Edition, 2004.
8. A. Dale Timpe, “Creativity”, Jaico Publishing House, 3rd Edition, 2003.

VI. REFERENCE BOOKS:

1. Brian Clegg, Paul Birch, “Creativity”, Kogan Page, 7th Edition, 2009.
2. P. N. Rastogi, “Managing Creativity for Corporate Excellence”, Macmillan publishers, 4th Edition, 2009.

VII. WEB REFERENCES:

1. www.open.edu/openlearn/money.../creativity...innovation/content-section---references
2. www.fpspi.org/pdf/InnovCreativity.pdf

VIII. E-TEXT BOOKS:

1. <https://books.google.co.in/books?isbn=8184248024>
2. https://www.researchgate.net/.../200746590_Entrepreneurial_Creativity_and_Innovation.