

## CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBC46	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	30	70	100
<b>Contact Classes: 45</b>		<b>Tutorial Classes: Nil</b>		<b>Practical Classes: Nil</b>		<b>Total Classes: 45</b>		
<p><b>I. COURSE OVERVIEW:</b>            The course enlightens the knowledge in terms of basic concept of qualitative creativity and motivation and creative environment and creative technology related issues. The course also gives the knowledge relating to various kinds of creative problems and how to solve them and the mechanism to be followed of convergent thinking. The course provides the models of creative thinking and traits to be possessed by creative thinkers and innovation and its levels and also creation of innovative products. The course is related to basic issues to be deal with the innovation in emerging economies and various factors effecting innovation and frame work to be developed for innovation.</p>								
<p><b>II. COURSE OBJECTIVES:</b>  <b>The students will try to learn:</b></p> <ol style="list-style-type: none"> <li>I. Creative cerebration, creative Personality and motivation, creative Environment, creative technology.</li> <li>II. The structuring of ill, defined problems, creative problem solving-models of creative problem solving mechanisms of divergent thinking.</li> <li>III. Creative intelligence abilities, a model of creative intelligence, convergent thinking ability, traits congenial to creativity.</li> <li>IV. Systems approach to innovation, innovation in the context of emerging economies, organizational factors affecting innovation at the firm level.</li> <li>V. The micro and macro perspectives in the context of emerging economies and also the factors affecting the innovation in technological communities.</li> </ol>								
<p><b>III. COURSE OUTCOMES:</b>  <b>After successful completion of the course, students will be able to:</b></p> <p><b>CO 1:</b> Explain about the creative environment and technology for the purpose of business establishments.</p> <p><b>CO 2:</b> Contrast on creativity criteria and quality of creativity to be developed by the entrepreneurs.</p> <p><b>CO 3:</b> Assessing the level of creativity associated with entrepreneurs by using measurement techniques to improve creativity levels.</p> <p><b>CO 4:</b> Appraise the way of problem solving through creativity of an entrepreneur to identify solutions for the problems of business.</p> <p><b>CO 5:</b> Rephrase various kinds of creative intelligence models available to entrepreneurs to increase creativity.</p> <p><b>CO 6:</b> Build the barriers of creativity and strategies to overcome them for facing real-time business problems.</p> <p><b>CO 7:</b> Assume various types of innovation and cost estimations of new products development to satisfy the changing needs of consumers.</p> <p><b>CO 8:</b> Experiment with ideation and its methods for development of new products for satisfying the needs of dynamic environment.</p> <p><b>CO 9:</b> List out various types of micro perspectives of innovation for entrepreneurs for innovations taken place in business.</p> <p><b>CO 10:</b> Illustrate various types of macro perspectives of innovation for entrepreneurs for innovations taken place in business.</p>								
<b>IV. SYLLABUS</b>								
<b>UNIT-I</b>	<b>THE CREATIVITY PHENOMENON</b>						<b>Classes:08</b>	
Creative cerebration, 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								

creativitiescriteria for evaluating creativity, credible evaluation, improving the quality of our creativity.		
<b>UNIT-II</b>	<b>MASTERING CREATIVE PROBLEM SOLVING:</b>	<b>Classes:09</b>
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 creativityproblem solving.		
<b>UNIT-III</b>	<b>CREATIVE INTELLIGENCE</b>	<b>Classes: 09</b>
Creative intelligence abilities, A model ofcreativeintelligence, convergent thinking ability, traits congenial to creativity, creative personality and forms of creativity, motivation andcreativity. Blocks to creativity, fears and disabilities, strategies for unblocking, energy for your creativity, designing creativogenic environment.		
<b>UNIT-IV</b>	<b>INNOVATION MANAGEMENT</b>	<b>Classes:09</b>
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.		
<b>UNIT-V</b>	<b>MICRO AND MACRO PERSPECTIVES OF INNOVATION</b>	<b>Classes:10</b>
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 technologycommunities.		
<b>Text Books:</b>		
<ol style="list-style-type: none"> <li>1. H. James Harrington, Creativity, Innovation, and Entrepreneurship: The Only Way to Renew Your Organization”, Taylor&amp; Francis Inc., 2018.</li> <li>2. U.Jerinabi, P.Santhi, “Creativity, Innovation and Entrepreneurship”, allied Publisher Ltd, May, 2016.</li> <li>3. Dr.Kalpna Maheshwari, “Creativity &amp; Innovation”, Indra Publishing House, 2016.</li> <li>4. Urvashi Makkar, Rinku Sanjeev, Sunayana Jain, “Innovation &amp; Creativity Management”, Bharti Publications, 1<sup>st</sup> Edition, 2015.</li> <li>5. Vinnie Jauhari, Sudanshu Bhushan,” Innovation Management, Oxford Higher Education”, 7<sup>th</sup> Edition, 2014.</li> <li>6. C. S. G. Krishnamacharyulu, R. Lalitha, “Innovation Management “, Himalaya Publishing House, 4<sup>th</sup> Edition, 2010.</li> <li>7. Pradip N Khandwalla, “Lifelong Creativity, an Unending Quest”, Tata McGraw Hill, 5<sup>th</sup> Edition, 2004.</li> <li>8. A.Dale Timpe, “Creativity”, Jaico Publishing House, 3<sup>rd</sup> Edition, 2003.</li> </ol>		
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>1. Brian Clegg, Paul Birch,” Creativity”, Kogan Page, 7<sup>th</sup> Edition, 2009.</li> <li>2. P. N. Rastogi, “Managing Creativity for Corporate Excellence”, Macmillan Publishers, 4<sup>th</sup> Edition, 2009.</li> </ol>		
<b>Web References:</b>		
<ol style="list-style-type: none"> <li>1. <a href="http://www.open.edu/openlearn/money.../creativity...innovation/content-section---references">www.open.edu/openlearn/money.../creativity...innovation/content-section---references</a></li> <li>2. <a href="http://www.fpspi.org/pdf/InnovCreativity.pdf">www.fpspi.org/pdf/InnovCreativity.pdf</a></li> </ol>		
<b>E-Text Books:</b>		
<ol style="list-style-type: none"> <li>1. <a href="https://books.google.co.in/books?isbn=8184248024">https://books.google.co.in/books?isbn=8184248024</a></li> <li>2. <a href="https://www.researchgate.net/.../200746590_Entrepreneurial_Creativity_and_Innovation">https://www.researchgate.net/.../200746590_Entrepreneurial_Creativity_and_Innovation</a>.</li> </ol>		