



Course Title: CREATIVITY & INNOVATION IN BUSINESS & ENTREPRENEURSHIP

Course Code: ENTR714

Credit Units: 3

Course Level: PG

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

This course is designed to introduce the student to the practices necessary to stimulate and manage innovation in a business. Students will be given frameworks and methods for designing, developing, and implementing innovation in real work situations. The aim of the course is to provide the perspective and skill base necessary to manage innovation-focused projects, people, and ventures. This course will help in developing creative problem-solving skills to identify emerging opportunities and challenging conventional wisdoms. The creative and innovative solutions that come from interactive learning experiences are examined for their ability to be successfully exploited as innovations, in the competitive market.

Prerequisites:

The student opting for this course should have successfully completed the course “Entrepreneurship and New Venture Creation” offered by the university. This course focuses on the understanding the concept of innovation and creativity from a real-life perspective. The student should have a keen sense of understanding analytical thinking as the course is designed to help the students use new techniques to think creatively and innovatively.

Student Learning Outcomes:

- The student who completes the course will be better positioned to interpret and examine the impact of innovation and creativity in business. The student will be better placed to identify, infer and apply different creative thinking techniques and model them against principles of creative management.
- Graduates of the course will be better positioned to construct the processes and determinants of the successful exploitation of innovation. By the end of the course, the student should be able to develop and formulate managerial strategies to shape innovative performance by capturing emerging trends
- The course will help the student assess and evaluate creative development within an organization and support a plan of action to enhance the ability to think creatively and foster innovation.

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction to Innovation	20%
<ol style="list-style-type: none"> 1. Defining innovation and its relevance 2. Need and importance of innovation, types of innovation, innovation v/s invention 3. Lateral & horizontal technique of innovation 4. Need for Creativity and Innovation in start-ups and existing organizations 5. Drivers to Innovation; Barriers and Challenges to Innovation 6. Game changer 	
Module II Idea Generations	20%
<ol style="list-style-type: none"> 1. Creativity & Innovation 2. Nature of Creativity: Person, Process, Product and Environment 3. Generation of ideas, Capturing & Processing of thoughts 4. Methods for generating and evaluating creative ideas including brainstorming, mapping, metaphors, networking, intuition, judgment and imaging 	
Module III Idea Conversion	20%
<ol style="list-style-type: none"> 2. Evaluating ideas, conversion and implementation of ideas 3. Business Dimension of Innovation and nature of Innovation 4. Making the Idea a reality, Connecting the dots, Lasting & differentiating leadership, motivation & success 	
Module IV Models of Innovation	20%
<ol style="list-style-type: none"> 1. Static and dynamic models of Innovation, Incremental versus Radical innovation 2. Abernatty- Clark Model, Henderson Clark Model, 3. Disruptive Technological Changes 	
Module V Managing Creativity and Innovation	20%
<ol style="list-style-type: none"> 1. Assessing Personal Creativity and Ability to Innovate 2. Enhancing Creative and Innovative Abilities 3. Entrepreneurial Tools for Creativity and Innovation—Exploring the Intersection, Developing and Contributing to a Creative-Innovation Team 4. Evolving a Culture of Creativity and Innovation in Organizations 	

Pedagogy for Course Delivery:

This class will be taught using the theory and case method. In addition to assigning the case studies, the course instructor will spend considerable time in understanding the concept of innovation through the eyes of the consumer. The instructor will cover the ways to think innovatively liberally using thinking techniques.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100%	-	100%

Continuous Assessment/Internal Assessment					End Term Examination
Components	Home Assignment	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text:

- The Seed of Innovation, Dundon E, PHI, ISBN: 978-8120332683
- Getting to Innovation, VanGundy A.B., PHI, ISBN: 978-8120335782

References:

- Research on Innovation: A Review and Agenda for Marketing Science, Hauser J, Tellis G J, Griffin A, Marketing Science Vol 25, No. 6, November-December 2006
- Disruptive Innovation for Social Change, by Christensen C M, Baumann H, Harvard Business Review, December 2006

Journals

- Harvard Business Review
- International Journal of Entrepreneurship and Innovation, IP Publishing
- Journal of Business Venturing - Elsevier
- Journal of Entrepreneurship in Emerging Markets, Emerald
- Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald

Any other Study Material:

- Entrepreneurship Theory at the Crossroads: Paradigms and Praxis, Manimala M J, Dreamtech Press, ISBN: 81-77224603
- ON Innovation, Jones T, Essential Ideas, LLC, ISBN: 978-0615684505
- Ten Types of Innovation: The Discipline of Building Breakthroughs, Keeley L, Pikkell R, Quinn B, Wiley, ISBN: 978-1118504246
- Innovation: The Five Disciplines for Creating What Customers Want, Carlson C R, Wilmot W W, Crown Business, ASIN: B00E28O51Q
- Seeds of Innovation, Dundon, E, Amacom, ASIN: B000SES3X4
- The new age of Innovation, Prahalad CK, Krishnan MS, ISBN-13: 978-0071598286
- The Game Changer, Lafley AG, Ram Charan, Penguin India, ISBN: 978-0143065173
- Enabling Knowledge Creation: How to Unlock the Mystery of Tacit Knowledge and Release the Power of Innovation, Georg von Krogh, Kazuo Ichijo, OUP USA, ISBN: 978-0195126167