

ST. JOSEPH'S DEGREE & PG COLLEGE
(Autonomous), Affiliated to Osmania University
DEPARTMENT OF BUSINESS MANAGEMENT
SEMESTER-VI
BBA (ENTREPRENEURSHIP)
CREATIVITY, INNOVATION AND ENTREPRENEURSHIP
DSE
w.e.f. 2020-2021 A.Y

SCHEME OF INSTRUCTION		SCHEME OF EXAMINATION	
Hours per Week	: 5 Hrs.	Maximum Marks	: 100
Credits	: 5	Internal Assessment	: 40
Instruction Mode	: Lecture	External Examination	: 60
Course Code	: BM.07.301.214CT	External Exam Duration	: 3 Hrs

Course Objective: To Understand the creativity and innovations management aspects in an enterprise

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: Explain concepts and importance of Creativity for economic development.
- CO2: Outline various models and mechanisms of creative problem solving.
- CO3: Interpret creative intelligence abilities and thinking strategies.
- CO4: Formulate an Appropriate innovative ideation methods and theories of outsourcing.
- CO5: Identify the system approach to Micro and Macro Perspective of Innovation.

Unit I: The Creativity Phenomenon: 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 Creativities – Criteria for evaluating Creativity Credible Evaluation- Improving the quality of our creativity.

Unit II: Mastering Creative Problem Solving: Structuring of ill- defined problems- Creative Problem solving- Models of Creative problem solving- Mechanisms of Divergent thinking- Useful mechanisms of convergent thinking- Techniques of Creativity Problem solving

Unit III: Creative Intelligence: 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.



Unit IV: Innovation Management: 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.

Unit V: Micro and Macro Perspectives of Innovation: 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.

Reference Books:

1. Pradip N Khandwalla, Lifelong Creativity, An Unending Quest, Tata McGraw Hill, 2004.
2. Vinnie Jauhari, SudanshuBhushan, Innovation Management, Oxford Higher Education, 2014.
3. Innovation Management, C. S. G. Krishnamacharyulu, R. Lalitha, Himalaya Publishing House, 2010.
4. A.DaleTimpe, Creativity, Jaico Publishing House, 2003.
5. Brian Clegg, Paul Birch, Creativity, Kogan Page, 2009.
6. P. N. Rastogi, Managing Creativity for Corporate Excellence, Macmillan 2009.