



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (IEV), 1st Semester
Subject Name: Opportunity Discovery, Creativity & Innovation (ODCI)
Subject Code: 1519401

With effective
 from academic
 year 2019-20

Learning Outcomes: Understand the overall Economic and Business Environment in India and abroad. Identify suitable Business idea and validate, aligning with the changing business world. Understand entrepreneurship in action in a wide variety of environments, from small businesses to social enterprises to large corporations, discover the newer opportunities, product and services with creativity and innovation for sustainability and growth.

Course Duration: The course duration is of **20 sessions of 60 minutes each.**

Course Content:

Unit No	Content	No. of Sessions	50 Marks (External Evaluation)
I	Opportunity Discovery –Trends of Industries and Business -sector wise and state wise. Government Policies based on emerging opportunities and growth. Types of entrepreneurship in action in a wide variety of environments, Entrepreneurship Development Process. Explore the possibility of collaboration and amalgamation to strengthen identified opportunities and its sustainability. Understanding market segmentation, and the user needs to refine the identified opportunities based on various resources in the competitive world □	13	35
II	Creativity & Innovation: How to be Creative & Innovative in Business. Technological evaluation and Innovation, Breaking Psychological barriers in creating creativity. Creative and Design thinking techniques to generate ideas and solve problems in the process of Entrepreneurship.	7	15

Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

Evaluation: Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 30 Marks)
	• Continuous Evaluation Component (endorsed by mentors)	20 marks
	• Class Presence & Participation	05 marks
	• Quiz	05 marks
B	Mid-Semester examination	(Internal Assessment-20 Marks)
C	End –Semester Examination	(External Assessment-50 Marks)



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Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Hitchcock, Jon E., Gordon, Jean	Opportunity Discovery and Entrepreneurial Behavior: Theory and Evidence	Mill City Press (Kindle Edition)	Latest Edition
2	Tim Levvy	Creativity and Innovation: Accessing and Optimizing Your Inner Visionary, Entrepreneur,	Artist and Muse, Createspace Independent Pub;	Latest Edition
3	Prateek Goorha, Jason Potts	Creativity and Innovation: A new theory of ideas	Palgrave Macmillan	2919 edition

Industrial Database of CMIE (CapEx) ...updating every month online CRISIL Industrial Database

Suggested website: Ministry of MSME, DIPB and other State Govt website on Industries

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.
