



# GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Master of Business Administration

Semester: 1

Branch: Innovation, Entrepreneurship and Venture Development

Subject Name: Creativity & Innovation Management

Subject Code: 2519401

### Rationale:

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 creativity and innovation aspects. Discover the newer opportunities, product and services with creativity and innovation for sustainability and growth.

### Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		C	Theory		Practical	
					ESE (E)	PA(M)	ESE (V)	PA (I)
4	0	0	4	70	30	0	50	150

### Course Outcomes:

Sr. No.	Course Outcomes
CO1	To understand the process of creativity and innovation
CO2	To apply concept of innovation and design thinking on various situation
CO3	To analyse the techniques for prototype and product development
C04	To evaluate the real time scenario of startup with relatedness of creativity and innovation

CO should not be Unit specific but each CO needs to be made looking to the overall syllabus.

### Course Content:

Unit No.	Content	No. of Hours	Marks
1	<b>Fundamentals</b> Creativity: Fundamentals, importance, Process and Hurdles Innovation: Meaning, importance, Process and Principles of India	12	21
2	<b>Creativity &amp; Innovation:</b> 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.	12	21
3	<b>Innovation Management</b> Scope, Evolution of Innovation Management, Factor affecting Innovation Management Tools of Creativity and Innovation Creativity Thinking Individual and Group Creativity Techniques	8	14



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<b>4</b>	<b>Types of Innovation:</b> Product, Process and Service Basics of Prototyping	8	14
<b>5</b>	Practical Work/Cases on Happy Canvas, Innovation Failure and learning Project work assignment on real-time product	-	
<b>Total Hours/Marks:</b>		<b>40</b>	<b>70</b>

**Suggested Specification Table For Question Paper Design:**

Un it No.	Unit Title	Teachin g Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Fundamentals	12	0	14	7	0	0	0	21
II	Creativity & Innovation	12	0	7	14	0	0	0	21
III	Innovation Management	8	0	0	0	14	0	0	14
IV	Types of Innovation	8	0	0	0	4	10	0	14
V									
	Total			21	21	18	10		70

**\*RM: Remember, UN: Understand, AP: Apply, AN: Analyse, EL: Evaluate, CR: Create**

**Note:** This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

**Suggested Student Activities for PA: (50 Marks)**

Assignments, Case Study Analysis, Presentations, Class participation

**Suggested Learning Resources:**

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Creativity and Innovation in Entrepreneurship	S S Khanka	Sultan Chand and Sons
2	Innovation Management	CSG Krishnamacharyulu & Lalitha R	Himalaya Publishing House
3	Creativity and Innovation: Accessing and Optimizing Your Inner Visionary, Entrepreneur	Tim Levvy	Artist and Muse, Create space Independent Pub;



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4	Creativity and Innovation: A new theory of ideas	Prateek Goorha, Jason Potts	Palgrave Macmillan
5	Managing innovation in the New Millennium	S. S. George	ICFAI Press

## Software / Learning Websites

<https://www.ycombinator.com/>

<https://cantwait.ideo.com/>

<https://www.startupindia.gov.in/>

<https://www.innovationdb.com/>

<https://r4d.org/resources/global-innovations-exchange-public-good-export/>

<https://www.wipo.int/portal/en/index.html>

[https://console.cloud.google.com/marketplace/product/google\\_patents\\_public\\_datasets/google-patents-public-data?pli=1](https://console.cloud.google.com/marketplace/product/google_patents_public_datasets/google-patents-public-data?pli=1)

