

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – 3) (W.E.F. Academic Year 2018-19)

**Specialization: Entrepreneurship and Family Business**

**Subject Name: Creativity, Incubation and Innovation (CII)**

**Subject Code: 3539261**

**1. Learning Outcomes:**

- Detailed understanding of the purpose, processes and tools of creativity and innovation.
- Knowledge of appropriate strategies for implementing ideas.
- Appreciating the challenges that members of society and specifically entrepreneurs face in today's ever changing, diverse, and global environment and how continuous innovation can be a key to success.

**2. Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

**3. Course Contents:**

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	<b>Basics of Creativity, Incubation and Innovation</b> <ul style="list-style-type: none"><li>• Creativity</li><li>• How Business Incubators Work</li><li>• Innovation</li><li>• Innovation = Creativity + Commercialization</li><li>• Myths surrounding creativity</li></ul> <b>The Business Incubator Players</b> <ul style="list-style-type: none"><li>• The Property Developers</li><li>• Central and Local Government</li><li>• The Academics</li><li>• The Corporate Venturers</li><li>• The Entrepreneurs</li><li>• The Venture Capitalists</li><li>• The Business Angels</li><li>• The Consultants</li><li>• Variations on a Theme, Incubator Associations</li></ul>	10	20

II	<b>Creativity Tools and Techniques</b> <ul style="list-style-type: none"> <li>• Lateral Thinking</li> <li>• Enablers and Barriers to Creativity</li> <li>• Creative Personality</li> <li>• Brainstorming</li> <li>• Entrepreneurial Creativity</li> <li>• Characteristics of Creative Groups, Three Components of Individual Creativity</li> <li>• Time Pressure and Creativity</li> <li>• Steps for Increasing Your Own Creativity</li> </ul>	8	15
III	<b>Types of Innovation</b> <ul style="list-style-type: none"> <li>• Incremental and Radical Innovation</li> <li>• Factors that Favor Incremental Innovation</li> <li>• Service Innovations</li> <li>• Innovations in Processes</li> </ul> <b>Moving Innovation to Market</b> <ul style="list-style-type: none"> <li>• The Idea Funnel</li> <li>• Stage-Gate Systems</li> <li>• Extending Innovation through Platforms</li> </ul>	8	15
IV	<b>Management of Technology</b> <ul style="list-style-type: none"> <li>• Technology for Survival and Growth</li> <li>• Innovate or Abdicate</li> <li>• Change or Perish</li> <li>• Strategic Management of Technology</li> <li>• Strategic Technology Management System</li> <li>• Technology Forecasting</li> <li>• Technology Generation</li> </ul> <b>Asset Protection and Timing of Innovation and Technology</b> <ul style="list-style-type: none"> <li>• Methods to Protect Technological Knowledge</li> <li>• Registration of Patents, IPR, Secrets, Etc.</li> <li>• Models and Strategies of Market Timing for Innovations</li> </ul> <b>Technology Maturity, Obsolesce and Discontinuities</b> <ul style="list-style-type: none"> <li>• Technology Maturity</li> <li>• Technology Obsolescence</li> <li>• Technological Discontinuities</li> </ul>	10	20
V	<b>Practical</b> <ul style="list-style-type: none"> <li>• Bringing examples of break-through innovation and successful business built around such innovations to class for discussion.</li> <li>• Experimenting with new idea and trying to access its acceptability among the various stakeholders</li> </ul>	---	(30 marks CEC)

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

<b>A</b>	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
<b>B</b>	Mid-Semester Examination	(Internal Assessment-30 Marks)
<b>C</b>	End-Semester Examination	(External Assessment-70 Marks)

#### 6. Reference Books:

<b>Sr. No.</b>	<b>Author</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1	Harvard Business Review	Managing Creativity and Innovation: Practical Strategies to Encourage Creativity	Harvard Business Press	Latest Edition
2	Colin Barrow	Incubators: A Comprehensive Guide to the World's New Business Accelerators	John Wiley & Sons	Latest Edition
3	Bettina von Stamm	Managing Innovation, Design and Creativity	John Wiley & Sons	Latest Edition
4	Tarek Khalil	Management of Technology: The Key to Competitiveness and Wealth Creation	McGraw Hill	Latest Edition
5	Vijaykumar Khurana	Management of Technology and Innovation	Ane Books Pvt. Ltd	Latest Edition

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.

#### 7. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. International Journal of Innovation, Creativity and Change
2. Journal of Business Venturing
3. Technology Forecasting and Social Change