

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year II (Semester: –IV) (W.E.F. Academic Year 2018-19)

Specialization: Entrepreneurship and Family Business

Subject Name: Creativity, Incubation and Innovation (CII)

Subject Code: 3549961

Subject Credits: 3

Total Marks: 150

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	Basics of Creativity, Incubation and Innovation <ul style="list-style-type: none">• Creativity• How Business Incubators Work• Innovation• Innovation = Creativity + Commercialization• Myths surrounding creativity The Business Incubator Players <ul style="list-style-type: none">• The Property Developers• Central and Local Government• The Academics• The Corporate Venturers• The Entrepreneurs• The Venture Capitalists• The Business Angels• The Consultants• Variations on a Theme, Incubator Associations	10	20
II	Creativity Tools and Techniques <ul style="list-style-type: none">• Lateral Thinking• Enablers and Barriers to Creativity• Creative Personality• Brainstorming	8	15

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

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

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
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