



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 5th Semester
Functional Area Specialization: Entrepreneurship and Family Business

With effective
from academic
year 2018-19

Subject Name: Creativity, Incubation and Innovation (CII)

Subject Code: 4559962

1. Learning Outcome:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Discover</i> the processes and tools of developing breakthrough innovations.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Analyze</i> the challenges that members of society and specifically entrepreneurs face in today's dynamic business environment. • <i>Create</i> breakthrough innovations to manage the challenges faced.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Investigate</i> innovations at the global stage and propose their adoption locally.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Build</i> ventures that are socially relevant and have widespread impact on the overall growth of the society.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Design</i> necessary systems for efficient transfer of technology for swift replication of innovation for faster adoption at grass root level.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Develop</i> and <i>demonstrate</i> abilities to work with various stakeholders for inclusive growth.

2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No.	Contents	No. of Sessions	70 Marks (External Evaluation)
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 	10	18
	The Business Incubator Players <ul style="list-style-type: none"> • The Property Developers • Government and Local Government • The Academics • The Corporate Ventures • The Entrepreneurs • The Venture Capitalists • The Business Angels • The Consultants • Variations on a Theme • Incubator Associations 		
II	Creativity Tools and Techniques <ul style="list-style-type: none"> • Lateral Thinking 	10	17



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	<ul style="list-style-type: none"> Enablers and Barriers to Creativity Creative Personality Brainstorming 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 Favour 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 	10	17
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 Patents, Secrets, Etc. Models and Strategies of Market Timing for Innovations <p>Technology Maturity, Obsolesce and Discontinuities</p> <ul style="list-style-type: none"> Technology Maturity Technology Obsolescence Technological Discontinuities 	10	18
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. Pedagogy:

- ICT enabled Classroom teaching Lectures
- Case Discussions and Role Playing.
- Audio-visual Material (Using CDs/Clippings/ online videos).



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- Assignments and Presentations.
- Experts from healthcare sector can be invited frequently to share practical knowledge.

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 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 / Edition
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 / Web resources etc.

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