

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM (MASTERS IN APPLIED MANAGEMENT) DUAL DEGREE PROGRAMME

Year – III (Semester – VI) (W.E.F. January 2015)

Subject Name: Creativity and Innovation

Subject Code: 4160502

1. Objectives:

After completing this course, the students should be able to:

- Differentiate between the creative person, process, product and environment.
- Explain the key aspects of the innovative process.
- Define the aspects of the “intersection” and its importance in innovation.
- Validate why creativity and innovation are important for entrepreneurial and corporate growth.

2. Course Duration:

The course duration is 36 sessions of 60 minutes each. i.e. 36 hours.

3. Course Contents:

Module No:	Module Content	No.of Sessions	70Marks (External Evaluation)
1	INTRODUCTION Need for Creative and innovative thinking for quality – Essential theory about directed creativity, components of Creativity, Methodologies and approaches, individual and group creativity, organizational role in creativity, types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation.	8	18
2	Creativity Exercises – Mental Gym – The Way the Mind Works – Difference Between Lateral and Vertical Thinking – Attitudes Towards Lateral Thinking – Basic Nature of Lateral Thinking – Techniques – The Generation of Alternatives – Challenging Assumptions.	8	18
3	Innovations – Fundamentals, Models of Innovation, Underpinnings of Profits, Sources and Transfer of Innovation, Recognizing the potential of an innovation, Strategies for Sustaining Profits	8	18

4	Implementation of Innovations: Financing Entrepreneurial activities, Implementation of Decisions to adopt, Globalization of Innovations, Innovating for emerging economies, role government in innovation, strategic innovation process	8	16
5	Practical: Students should select real life case from corporate world, study the same and make presentation in class, Best out of waste, Best of the rest.	4	Internal Evaluation – CEC (20 Marks)

4. Teaching Method:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions
- Audio – visual Material
- Assignments and Presentations

5. Evaluation:

A	Projects/Assignments/Quiz/Class participation	Weightage (50%) (Internal Assessment)
B	Mid – Semester Examination	Weightage (30%) (Internal Assessment)
C	End – Semester Examination (40% Practical & 60% Theory)	Weightage (70%) (External Assessment)

6. Basic Textbooks:

Sr.No	Author	Name of the Book	Publisher	Edition
T1.	Floyd Hurr	Rousing Creativity: Think New Now	Crisp Publications Inc.	1999
T2.	Allan Afuah	Innovation Management	Oxford Uni. Press	Latest
T3.	Davis Gary and Scott	Training Creative Thinking –	New York Pub.	Latest

7. Reference Books:

Sr.No	Author	Name of the Book	Publisher	Edition
R1.	Vinnie Jauhari and Sudhanshu Bhushan	Innovation Management	Oxford Uni. Press	Latest
R2.	Rastogi	Managing creativity for Corporate Excellence	Mac Millan	Latest
R3	Pradip NCTE and Khandwalla	Lifelong Creativity	Tata Mc Graw Hill	Latest
R4	Paul Trott	Innovation Management & New Product Development	Pearson Education	Latest

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

It is requested that students are taught to understand and appreciate the applications of various provisions of company law in various business functions. This may be ensured by asking them to study and prepare assignments on application of different provisions of company law.

9. Session Plan:

Session No.	Topics to be Covered
1-8	<ul style="list-style-type: none">• Need for Creative and innovative thinking for quality• Essential theory about directed creativity• Components of Creativity• Methodologies and approaches, individual and group creativity, organizational role in creativity• Types of innovation,• Barriers to innovation,• Innovation process,• Establishing criterion for assessment of creativity & innovation.
9-16	<ul style="list-style-type: none">• Creativity Exercises• Mental Gym – The Way the Mind Works• Difference Between Lateral and Vertical Thinking• Attitudes Towards Lateral Thinking – Basic Nature of Lateral Thinking• Techniques OF Lateral Thinking• The Generation of Alternatives– Challenging Assumptions.
17-24	<ul style="list-style-type: none">• Innovations – Fundamentals• Models of Innovation• Underpinnings of Profits• Sources and Transfer of Innovation• Recognizing the potential of an innovation• Strategies for Sustaining Profits
25 - 32	<ul style="list-style-type: none">• Implementation of Innovations: Financing Entrepreneurial activities• Implementation of Decisions to adopt• Globalization of Innovations• Innovating for emerging economies• Role government in innovation• Strategic innovation process
33-36	Practical: Students should select real life case from, study the same and make presentation in class.

ACTIVE LEARNING ASSIGNMENTS: Preparation of power-point slides, which include videos, animations, pictures, graphics for better understanding theory and practical work – The faculty will allocate chapters/ parts of chapters to groups of students so that the entire syllabus to be covered. The power-point slides should be put up on the web-site of the College/ Institute, along with the names of the students of the group, the name of the faculty, Department and College on the first slide. The best three works should submit to GTU.

