



# MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

## COURSE CONTENT

CREATIVITY, INNOVATION AND ENTREPRENEURSHIP								
IV SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
		L	T	P	C	CIE	SEE	Total
20MBA027E	CORE	4	0	-	4	30	70	100
<b>Contact Classes:45</b>	<b>Tutorial Classes: Nil</b>	<b>Practical Classes: Nil</b>			<b>Total Classes: 45</b>			
<b>Prerequisite:</b> Basic Understanding of Creativity, Innovation And Entrepreneurship								

### COURSE OVERVIEW:

This course explains the concepts of creativity and innovation and their importance in personal and organizational development. It covers creative thinking, problem-solving techniques, and creative intelligence, along with factors that influence and block creativity. It also focuses on innovation management, types of innovation, and modern approaches like open innovation. Overall, it helps in developing skills to generate ideas, solve problems effectively, and apply innovation in real-world situations.

### COURSE OBJECTIVES:

- To understand the concepts and importance of creativity and innovation.
- To develop creative thinking and problem-solving skills.
- To analyze factors influencing creativity and overcome barriers.
- To learn innovation management and different types of innovation.
- To apply creative and innovative ideas in real-life and organizational situations.

### COURSE OUTCOMES: After completing of Course Students should be able to

1. Explore creativity concepts personality, motivation, environment, technology, and evaluation criteria
2. Examine problem-solving models drawing upon divergent and convergent thinking for complex challenges
3. Design strategies to overcome creative blocks and build environments that foster constructive intelligence
4. Assess innovation types incremental, radical and ideation methods for opening innovative product development theories
5. Formulate innovation strategies using micro-macro frameworks, leadership roles and organizational dynamics in global contexts.

## **UNIT-I      LAW OF CONTRACT - 1872**

Nature of contract and essential elements, types of contracts, unlawful and illegal agreements, contingent contracts, performance and discharge of contracts, remedies for breach of contract, indemnity and guarantee, latest amendments.

## **UNIT-II      LAW OF CONTRACT**

Nature of Contract and Essential elements of valid contract, Offer and Acceptance, Consideration, Capacity to contract and Free Consent, Legality of Object. Unlawful and illegal agreements, Contingent Contracts, Performance and discharge of Contracts, Remedies for breach of contract. Contracts-II: Indemnity and guarantee, Contract of Agency, Sale of goods Act -1930: General Principles, Conditions & Warranties, and Performance of Contract of Sale.

## **UNIT-III     BASIC BUSINESS REGULATIONS**

Negotiable Instruments, Promissory Note, Bills of Exchange, & Cheque, and their definitions and characteristics. Types of endorsements, Holder in due course, Discharge of Parties. Introduction to Goods and Services Tax (GST).

## **UNIT-IV     INTRODUCTION TO BUSINESS ETHICS**

The Changing Environment: Business Ethics-why does it matter? Levels of Business Ethics Five Myths about Business Ethics can Business Ethics be taught and trained? Stages of Moral development Kohlberg's study carol Gilligan's Theory Principles of Ethics.

## **UNIT-V      CYBER CRIME**

The Legal Landscape, Need for cyber laws in the Indian context, The Indian IT Act challenges to Indian Law and cyber crime scenario in Indian issues and Challenges in Cyber Crime. Latest Amendments in Business Law and Ethics

### **TEXT BOOKS:**

1. Pradip N Khandwalla, —Lifelong Creativity, An Unending Quest, Tata McGraw Hill, 5th Edition, 2004.
2. Vinnie Jauhari, Sudanshu Bhushan, Innovation Management, Oxford Higher Education, 7th Edition, 2014.
3. , C. S. G. Krishnamacharyulu, R. Lalitha, —Innovation Management —, Himalaya Publishing House, 4th Edition, 2010.

### **REFERENCE BOOKS:**

1. A.Dale Timpe, —Creativity, Jaico Publishing House, 3rd Edition, 2003.
2. Brian Clegg, Paul Birch, Creativity, Kogan Page, 7th Edition, 2009.
3. Paul Trott, Innovation Management and New Product Development, 4e, Pearson, 2018

### **ELECTRONIC RESOURCES:**

1. <http://www.csb.gov.hk/english/publication/files/e-hrmguide.pdf>
2. <http://corostrandberg.com/wp-content/uploads/2009/12/csr-hr-management.pdf>
3. <https://www.free-ebooks.net/ebook/Human-Resources-Management-Course>

## **MATERIALS ONLINE:**

1. Course template
2. Tutorial question bank
3. Tech talk and concept video topics
4. Open-ended experiments / case discussions
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentations
11. Drishya Siksha Sangrah (DSS) Videos

