



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		
22MBA027E	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	0	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic Concepts of Accounting								

COURSE OVERVIEW:

This course focuses on creativity and innovation as essential elements for problem solving and organizational development. It explores the nature of creativity, creative thinking processes, and factors that influence creative behavior. The course also examines creative problem-solving techniques, creative intelligence, and ways to overcome barriers to creativity. In addition, it introduces innovation management concepts, types of innovation, and organizational approaches to developing innovative ideas. The course further discusses innovation systems, leadership roles in innovation, and emerging trends in open innovation and technology communities.

COURSE OBJECTIVES:

- To understand the concept, nature, and importance of creativity and innovation.
- To develop skills in creative thinking and creative problem-solving techniques.
- To examine the role of creative intelligence, motivation, and environment in creativity.
- To analyze innovation management concepts and different types of innovation.
- To understand organizational and systemic perspectives influencing innovation.

COURSE OUTCOMES: After completion of the 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 THE CREATIVITY PHENOMENON

Creative celebration, creative Personality and motivation, creative Environment, creative technology, creativity training, puzzles of creativity, spiritual and social roots of creativity, essence, elaborative and expressive creativities, quality of creativity, existential, entrepreneurial and empowerment creativities criteria for evaluating creativity, credible evaluation, improving the

UNIT-II MASTERING CREATIVE PROBLEM SOLVING:

Structuring of ill, defined problems, creative problem solving-models of creative problem solving mechanisms of divergent thinking, useful mechanisms of convergent thinking, techniques of creativity problem solving.

UNIT-III CREATIVE INTELLIGENCE

Creative intelligence abilities , A model of creative intelligence, convergent thinking ability, traits congenial to creativity, creative personality and forms of creativity, motivation and creativity, blocks to creativity, fears and disabilities, strategies for unblocking-,energy for your creativity,

UNIT-IV INNOVATION MANAGEMENT

Concept of innovation, levels of innovation, incremental Vs radical innovation, inbound and outbound ideation- open and other innovative ideation methods, theories of outsourcing new product development: Transaction cost, resource based, resource dependence, knowledge based theories.

UNIT-V MICRO AND MACRO PERSPECTIVES OF INNOVATION

Systems approach to innovation, innovation in the context of emerging economies, organizational factors affecting innovation at the firm level, leadership and Innovations, open innovation, innovation framework, innovations developed by open technology communities. Latest

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.DaleTimpe, "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. www.open.edu/openlearn/money.../creativity...innovation/content-section---references
2. https://www.researchgate.net/.../200746590_Entrepreneurial_Creativity_and_Innovation.
3. <https://books.google.co.in/books?isbn=8184248024>
4. www.fpspi.org/pdf/InnovCreativity.pdf

MATERIALS ONLINE:

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

