

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Creativity, Innovation and Business Plan
Course Code:	2MS3010501T
Pre-requisite Course:	Fundamentals of Business management

Course Objectives:

- Develop Creative Thinking
- Understand the Innovation Process
- Design and Develop Business Plans:
- Analyze Market Opportunities and Risks
- Integrate Ethical and Global Perspectives:

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Basics of Creativity, Innovation and Business Plan Creativity, How Business Incubators Work, Innovation, Innovation = Creativity + Commercialization, Myths surrounding creativity The Business Incubator Players 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	10	20
2	Creativity Tools and Techniques Lateral Thinking, 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	10	20
3	Types of Innovation Incremental and Radical Innovation, Factors that Favour Incremental Innovation, Service Innovations, Innovations in Processes, Innovations v/s Inventions Moving Innovation to Market The Idea Funnel, Stage-Gate Systems, Extending Innovation through Platforms	10	20

4	Business Plan- An Overview Ideas screening for New Product Development, Product And Brand Strategy, New Service Innovation, Market research and its influence on new product development, Managing the new product development process Practical's: a) Case: Analyzing a real innovation that has already occurred. b) Project: A proposal outlining a project for innovation to a new product or service launch. It may be alone or in small groups (2-4 students)	10	20
5	Case Study: Discuss last 3 years innovation in the market place and related cases like, 1. Airbnb's Disruptive Business Model 2. Analyze how IDEO uses design thinking to develop innovative solutions. 3. Zomato's Expansion Strategy	8	20

Text Books:

Sr. No.	Books
1	Creativity & Innovation - Ashwini Kumar Singh, Notion Press, India
2	Innovation Management and New Product Development- Dr Paul Trott, University of Portsmouth - Pearson

Reference Books:

Sr. No.	Books
1	Creativity and Innovation in Entrepreneurship - S.S. Khanka, Sultan Chand & Sons
2	Managing Creativity and Innovation: Practical Strategies to Encourage Creativity - Harvard Business Review – Harvard Business Press (Latest)

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the fundamental concepts of creativity, innovation, and business incubation	Understand
CLO2	Apply various creativity tools and techniques to enhance problem-solving and entrepreneurial thinking in business scenarios.	Apply
CLO3	Analyze different types of innovations and evaluate their impact on businesses and markets.	Evaluate
CLO4	To Evaluate the process of moving innovation to market	Evaluate
CLO5	To Develop a structured business plan	Create
CLO6	Analyze real-world innovation and business plan case studies	Analyse

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H						H		H	
CLO2		H	H						H	
CLO3	H					H				H
CLO4			H			H				H
CLO5			H			H		H		H
CLO6	H	M					H		M	M

H: High, M: Medium, L: Low
