

DSE (Stream)- Entrepreneurship and Small Business

Creativity and Innovation

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Creativity and Innovation	4	3	1	0	Pass in Class XII	NIL

Learning Objectives

The course aims to enable learners to explore approaches used by managers and organizations for creating and sustaining high levels of innovation.

Learning Outcomes

After completion of the course, learners will be able to:

1. Analyze the creative thoughts of renowned personalities in the past and its contribution towards the success and shortcomings of business model.
2. Describe the innovative idea for business and defend/ justify the same.
3. Interpret the business competence achieved by various organisations by using the innovative business model.
4. Describe the significance of innovative leadership.
5. Analyze patents already granted in their field of interest and make a case with innovative idea for filing a new patent.

Course Contents:

Unit 1: Introduction (9 hours)

Meaning and Concept of Creativity; Creativity Process; Nature and Characteristics of Creativity and Creative Persons; Factors affecting Creativity; Recognizing and Avoiding Mental Blocks; Thinking Preferences; Risk Taking; Creativity Styles; Creative Thinking Tools; Innovation vs Creativity; Types of Innovations: Incremental and Radical.

Unit 2: Idea Generation and Creativity in Problem Solving (9 hours)

Ideation; Pattern Breaking Strategies; Mind stimulation: games, brain-twisters and puzzles; Idea-collection processes: Brainstorming/Brain-writing, SCAMPER methods, Metaphoric thinking, Outrageous thinking, Mapping thoughts.

Unit 3: Innovation Management (9 hours)

Invention and Discovery- Process and Typology; Methods and Techniques; Arenas of Innovative Competence; Categories of Innovation: Product, Process, and Service Finance (Venture Capital, Angel Investors), Offerings, Delivery. Evaluation of Effectiveness of Innovation.

Unit 4: Innovation and Intellectual property

(A) Setting the Right Ecosystem for Innovation (9 hours)

The Essence of Right Ecosystem; Dimensions of the Ecosystem for Innovation; Intrinsic Motivation and Extrinsic Motivation; Organisational Alignment; Creating Self Sustaining Culture of Innovation; Organisational Enrichment.

(B) Intellectual Property (9 hours)

Introduction to intellectual property: Patents (novel, useful, and not obvious), Copyrights, Trademarks; Transforming Innovations into Proprietary Assets: significance and steps.

Exercises:

The learners are required to:

1. Identify a creative person to comprehend, study, analyze, and present a report highlighting the contribution of his/her creative work.
2. Generate a creative idea for business and present the same in the class for critical evaluation by other learners regarding its uniqueness and feasibility.
3. Identify an innovative business model (like amazon, redubs, flipkart, ola, uber, big basket, zomato, swingy, etc.) Used by an organisation recently and present a report on business competence achieved by it.
4. Analyze the case study on innovative leader like steve jobs who launched apple's ipod & iphone or any other case study on innovation and present a report on the key learnings.
5. Select an aspect (in the field of their interest) on which patent has been granted already and think of an innovative idea so that it makes a case for filing a new patent application.

Suggested Readings

- Harvard Business Essentials. (2003). Managing Creativity and Innovation. Boston: Harvard Business School Publishing.
- Prather, C. (2010). The Manager's Guide to Fostering Innovation and Creativity in Teams. New York: McGraw-Hill Education.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on the Department's website.