



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-3 (BBA)

Subject: Creativity and Innovation – BBAIE13310

Type of course: Major (Core)

Prerequisite: Students entering such a course should have a foundational understanding of basic business concepts, enabling them to apply creativity within organizational contexts.

Rationale: This course emphasizes on creativity and innovation in educational and organizational contexts rooted in their transformative impact on growth, adaptability, and problem-solving. Creativity, the generation of novel ideas, and innovation, the application of these ideas to create value, are catalysts for progress in various fields.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr.No	Course content	Hrs	% Weightage
1	Introduction: <ul style="list-style-type: none"> • Basics of Creativity and Innovation • Creativity • Innovation • Innovation = Creativity + Commercialization • Myths surrounding creativity 	15	25
2	Creativity Tools and Techniques <ul style="list-style-type: none"> • 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 	15	25
3	Types of Innovation <ul style="list-style-type: none"> • Incremental and Radical Innovation • Factors that Favor Incremental Innovation • Service Innovations • Innovations in Processes Moving Innovation to Market: <ul style="list-style-type: none"> • The Idea Funnel • Stage-Gate Systems • Extending Innovation through Platforms 	15	25



4	<p>Management of Technology</p> <ul style="list-style-type: none"> • Technology for Survival and Growth • Innovate or Abdicate • Change or Perish • Strategic Management of Technology • Strategic Technology Management System • Technology Generation <p>Asset Protection and Timing of Innovation and Technology</p> <ul style="list-style-type: none"> • Methods to Protect Technological Knowledge • Registration of Patents, IPR, Secrets, Etc. • Models and Strategies of Market Timing for Innovations <p>Technology Maturity, Obsolesce and Discontinuities</p> <ul style="list-style-type: none"> • Technology Maturity • Technology Obsolescence • Technological Discontinuities 	15	25
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Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	<p>Overcoming Time Pressure: Students will discuss the relationship between time pressure and creativity and Share strategies for managing time pressure while maintaining creative thinking. Encourage students to share their own tactics or experiences. The PDF file will be uploaded on the GMIU web portal.</p>	10
2	<p>Brainstorming: Students have to Generate set of new idea for increasing personal creativity and discuss practical strategies for implement. It Encourage students to set specific goals for enhancing their creativity. The PDF file will be uploaded on the GMIU web portal.</p>	10
3	<p>Creative problem solving: Students will visit any start-up it may be shop, company or a street vender ask them the challenges they face in startup and students will give them creative solution regarding their problem. The PDF file will be uploaded on the GMIU web portal.</p>	10
4	<p>Innovation pitch activity: Students will think of an innovative product or service and have to pitch there innovative idea to the faculty and present in the classroom. The PDF file will be uploaded on the GMIU web portal.</p>	10



5	Innovation tool & recommendation Student will prepare innovative growth strategy for particular business Provided by the Faculty. The PDF file will be uploaded on the GMIU web portal.	10
6	Case study Students will be provided a case study of integrated marketing campaigns. Students have to analyze the case and upload the solution on GMIU Web Portal.	10
7	Attendance	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	40%	-	10%	0%	10%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Grasp understanding of Creativity and Innovation.
CO2	Perceive the purpose, processes and tools of creativity and innovation.
CO3	Acquire knowledge of appropriate strategies for implementing ideas.
CO4	Apprehend the challenges that members of society and specifically entrepreneurs face in today's ever changing, diverse, and global environment and how continuous innovation can be a key to success.



Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

[1] Harvard Business Review Managing Creativity and Innovation: Practical Strategies to Encourage Creativity Harvard Business Press Latest Edition

[2] Colin Barrow Incubators: A Comprehensive Guide to the World's New Business Accelerators John Wiley & Sons Latest Edition

[3] Bettina von Stamm Managing Innovation, Design and Creativity John Wiley & Sons Latest Edition

[4] Tarek Khalil Management of Technology: The Key to Competitiveness and Wealth Creation McGraw Hill Latest Edition

[5] Vijaykumar Khurana Management of Technology and Innovation Ane Books Pvt. Ltd Latest Edition

