

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Full Time) Programme/**  
**Integrated Bachelor of Business Administration-Master of Business**  
**Administration Programme/**  
**Master of Business Administration (Family Business &**  
**Entrepreneurship) Programme**

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<b>Course Code</b>	<b>MFT5SESM04 MBM5SESM04 MFB5SESM05</b>
<b>Course Title</b>	<b>Creativity and Innovation</b>

**Course Learning Outcomes (CLO):**

At the end of the course, the students will be able to:

1. Make use of building blocks of creativity and innovation
2. Experiment with processes and methods of creative problem solving: observation, definition, representation, ideation, evaluation and decision making
3. Develop use of creativity in business settings

**Syllabus**

**Teaching Hours**

<b>Unit I: Creative Thinking</b> <ul style="list-style-type: none"> <li>• Creative thinking as a skill</li> <li>• Creativity Techniques</li> <li>• Blocks to creativity</li> <li>• Creative Personality</li> <li>• Creativity and innovation and their Creative mind-set</li> <li>• Six thinking hats</li> </ul>	10
<b>Unit II: Ideation for Managers and Entrepreneurs</b> <ul style="list-style-type: none"> <li>• Eight dimensional(8D) approach</li> <li>• Business applications</li> </ul>	10
<b>Unit III: Innovation and Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Creativity and innovation and their Commercialization</li> <li>• Example of creativity that leads to innovation</li> <li>• The commercialization of creative and innovative ideas</li> <li>• Trends in technology development</li> <li>• Corporate creativity: A planned process</li> <li>• Special issues in creativity and innovation</li> <li>• Entrepreneur: Their Characteristics</li> </ul>	10

**Suggested Readings:**

1. Runco, M. A., & Jaeger, G. J., The standard definition of creativity. *Creativity Research Journal*, 24(1), 92-96.
2. Etzkowitz, H. y Leydesdorff, L., The dynamics of innovation: From national systems and “Mode 2” to a Triple Helix of university government industry relations, *Research Policy* 29:109.

w.e.f. Academic Year 2019-20 and onwards