



## KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY (KIIT)

(Deemed to be University)

Autumn Semester-2023

### COURSE HANDOUT

Date: 24/07/2023

1. Course Code: PS10045
2. Course Title: Creativity, Innovation and Entrepreneurship
3. L-T-P Structure: 2:0:0
4. Course Coordinator: Dr Sushanta Tripathy
5. Name of the Course Faculty:

Faculty	Mobile	Section
Dr Sushanta Tripathy	9937374811	Group-1
Dr Rishitosh Ranjan	7978757001	Group-2
Dr Sanjib Jaypuria	7381991699	Group-3
Dr P.Mohapatra	8327723978	Group-4
Prof. A.K.Behera	8895266795	Group-5
Dr Sanjib Jaypuria	7381991699	Group-6
Prof. Smitarani Panda	7504724021	Group-7
Dr Swarup Nayak	7008357340	Group-8
Dr P.Mohapatra	8327723978	Group-9
Dr. Smaranika Nayak	9439362601	Group-10
Dr. S. K. Ghadai	8984929361	Group-11
Dr L.K.Pothal	8260906084	Group-12
Dr Nilotpala Bej	9933684740	Group-13
Dr Swarup Nayak	7008357340	Group-14

#### 6. Course Objective(s):

The course is intended for students who want to enhance their innovation and creative thinking skills in business and other domains. More specifically, the course is designed to help students:

- ☐ Stimulate creativity in themselves and others.
- ☐ Learn the impact of innovation on growth creation.
- ☐ Apply creative and design thinking to real-world business situations.
- ☐ To explain concepts of Entrepreneurship and build an understanding about business situations in which entrepreneurs act
- ☐ To explain classification and types of entrepreneurs and the process of entrepreneurial project development.
- ☐ To discuss the steps in venture development and new trends in entrepreneurship.

**7. Course (learning) Outcomes:** At the end of the course, the students will be able: -

**CO1.** Describe key elements of creativity and innovation

**CO2.** Understand the impact of innovation on growth creation

**CO3.** Apply creative and design thinking to real-world business situations

**CO4.** Illustrate the foundation of entrepreneurship development and its theories.

**CO5.** Analyze the business plan and implement it in real field, and

**CO6.** Develop business plans and business models to start entrepreneurial enterprises.

Module	Contents	Lecture No.
<b>Pre Mid-Term</b>	Introduction to Creativity, Innovation , Entrepreneurship and it's key aspects.Relationship between Creativity, Innovation , Entrepreneurship	01
	Creativity and Innovation process, Types and stages of creativity,Thinking barriers,Common obstacles in personal creativity, Creation opportunity identification, The ABCs of Innovation.	02-03
	Creativity Thinking, Left brain and right brain thinking, Barriers to creativity , Factors affecting individual and organisational creativity	04
	Guilford's Usual Unusual Test, Creativity training methods, Characteristics of the creative person	05
	Case study on creativity and group discussion	06
	The conventional tools of creativity, The Oscar And Felix Approach to Creativity	07

	<b>Assignment-1</b>	
	Structured tools of Creativity(Developing creative focus,Exercising Mind,Setting Directions )	08
	Structured tools of Creativity (Suspending Rules, Thinking Differently, Establishing Formatted Work Space,Stimulating Mechanisms, Utilizing Experiences)	09
	Case Study on Innovation and Group discussion	10
	Student's activity presentation, Quiz-1	11
	Student's activity presentation	12
	<b>Assignment-2</b>	
<b>Post Mid-Term</b>	Student's activity presentation	13
	Innovation, Benefits,Keys to Successful Innovations Types of Innovation, Barriers to Innovation	14
	Peter Drucker on Innovation, Innovation and Technical change,Innovation in Indian SMEs	15
	Entrepreneur, Functions of Entrepreneur,Need for an Entrepreneur	16
	Types of Entrepreneur, Intrapreneur , Social Entrepreneur, Case Study: N.R.Narayan Murthy	17
	Design Thinking	16
	Introduction to Agri-Preneurship , Rural,Tourism,Social Entrepreneurship	19
	<b>Assignment-3</b>	
	Entrepreneurial motivational behavior (Creativity, Self-Efficacy, Locus of Control)	20
	Entrepreneurial motivational behavior (Risk Taking, Leadership, Communication)	21
	Formulation of Business Plan, Business Model	22
	Financial Planning, Sources of Finance, Institutional Finance	23
	Quiz-2	24

**8. Text Books: -**

	Assignment-4	25
	Activity	

1. Entrepreneurial Development , Dr S.S.Khanka, S.Chand , First Edition

2. Business Innovation , Praveen Gupta, S.Chand

**9. Reference Books: -**

1.Barringer B. R. and R. Duane (2009), Entrepreneurship: Successfully Launching New Ventures: Pearson Prentice Hall, Ireland, 3<sup>rd</sup> Edition.

2. Duening, T. N., R. D. Hisrich, and M. A. Lechter (2015), Technology Entrepreneurship: Taking Innovation to the Marketplace, Elsevier, Amsterdam, Second Edition.

3. Harrington, H. J. (2019), Creativity, Innovation, and Entrepreneurship: The Only Way to Renew Your Organization, Routledge (Taylor & Francis Group).

4. James, B. Z. (2010), Creativity, Innovation, and Entrepreneurship, Needle Rat Business.

5 .Jerinabi, U., Ed. (2016), Creativity, Innovation, and Entrepreneurship, Allied Publishers Pvt. Ltd.

6.Kaplan, J. M. and A. C. Warren (2015), Patterns of Entrepreneurship Management, John Wiley & Sons.

**10. Active Learning Activities: -**

Focus	Learning Practice	Description	Marks
Problem Solving	Assignments	four assignments (Individual)	10
Critical Thinking Focus	Research study	A research topic will be given	10
Interactivity Focus (Group Based Evaluation)	developing and presenting business plans.	To be presented	05
Quiz	Quiz	two quiz	05

**11. Assessment components: -**

S No.	Assessment Component	Duration	Weightage / Marks	Time	Nature of the Component
1.	Mid Semester Examination		20	60 Minutes	Closed Book

2.	End Semester Examination		50	120 Hours	Closed Book
3.	<b>Active learning activities:</b>  Problem solving/ Critical thinking/ Creation/ Interactivity focus/Quiz/ reflection		30		

**12. Attendance:** - Every student is expected to be regular (in attendance) in all lecture classes, tutorials, labs, tests, quizzes, seminars etc. and in fulfilling all tasks assigned to him/her. Attendance will be recorded and 75% attendance is compulsory.

**13. Makeup:** -

- 1) No make-up examination will be scheduled for the mid semester examination. However, official permission to take a make-up examination will be given under exceptional circumstances such as admission in a hospital due to illness/injury, calamity in the family at the time of examination.
- 2) A student who misses a mid-semester examination because of extenuating circumstances such as admission in a hospital due to illness / injury, calamity in the family may apply in writing via an application form with supporting document(s) and medical certificate to the Dean of the School for a make-up examination.
- 3) Applications should be made within five working days after the missed examination.

**14. Discussion of Mid Semester Performance:** - Performance of the mid semester examination will be discussed in the class room.

**15. Pre-End Semester Total Marks:** - *Please see the SAP portal link.*

**16. Chamber Consultation Hour for Doubts Clarification:** -

**17. Notices:** - All notices regarding the course will be displayed only on the School of Mechanical Engineering notice board and Emails.