

Course Title and Code: Creativity and Innovation ED1110		
Hours per Week:		L-T-P: 3-1-0
Credits		04
Students who can take		BBA (III-Sem.) BTech & BCA
Course Objective: The closer we get to the top of organizations, the starker the importance of creativity and innovation. In today’s ever-growing and changing world, being able to think creatively and innovatively are essential skills. Making sense of or communicating new ideas in an innovative and engaging way, approaching problems from fresh angles, and producing novel solutions are expected traits of an entrepreneur. This course will help students with the essential knowledge, skills, and tools necessary to foster creativity and innovation in entrepreneurial ventures.		
Learning Outcome: <i>On successful completion of this course, the students will be able to:</i> ED1110.1: Enhance their entrepreneurial mindset. ED1110.2: Apply appropriate creativity tools and techniques based on the problem to tackle. ED1110.3: Practice six thinking hats technique to enhance creativity and innovation. ED1110.4: Identify and assess real market needs through better customer and industry understanding. ED1110.5: Understand the role of strategic decision-making in entrepreneurial success.		
	Prerequisites	Basic science
Sr. No	Specifications	Marks
1	Attendance	-
2	Assignment	-
3	Class Participation	-
4	Quiz	-
5	Theory Exam-I	-
6	Theory Exam-II	-
7	Theory Exam-III	30
8	Report-I	-
9	Report-II	-
10	Report-III	-
11	Project-I	20
12	Project-II	-
13	Project-III	-
14	Lab Evaluation-I(Continuous Evaluation)	50
15	Lab Evaluation-II(Lab Examination)	-
16	Course Portfolio	-
17	Presentation	-
18	Viva	-
	Total	100

	Evaluation Scheme for Retest	
S. N0	Specifications	Marks
1	Theory Exam-III	30

Syllabus:

- Entrepreneurial Mind set, Motivations and Behaviour
- Introduction to Creativity and Creativity Tools
- Thinking Styles, Six Thinking Hats Style in Practice
- Introduction to Innovation and Entrepreneurship
- Types of Innovations
- Start-ups and Innovations
- Introduction to Industry Understanding
- Exploring Real Market Needs
- Introduction to Customer Understanding
- The opportunity Analysis Canvas
- Entrepreneurs and Strategic Decision

Textbook - Creativity and Innovation in Entrepreneurship Authored by Khanka SS (Dr) (2021)

Reference book - The Handbook of Creativity & Innovation in Business" by Rouxelle de Villiers and published by Springer (2023)

Course recommendation– Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship Offered by University of Maryland, College Park on Coursera platform.