



## **SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**

(Established under section 3 of the UGC Act 1956)

**Re - accredited by NAAC with 'A' Grade**

**Founder: Prof. Dr. S. B. Mujumdar, M.Sc., Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)**

(Established under section 3 of the UGC Act 1956, by notification No.F.9-12/2001-U3  
Government of India)

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### **Sub Committee - Specialization for Curriculum Development (Entrepreneurship)**

#### **Post Graduate/ Under Graduate**

**Course Name: Creativity and Innovation    Course No. ENTRE U 3**

**Course Code: T2341**

**(UG/PG): \_\_UG\_\_**

**Number of Credits: 3**

**Level: 2**

#### **Objective of the course:**

After finishing the course ,the students will be able:

- To distinguish the relationship between innovation and creativity
- To summarize the factors that contribute to creativity
- To comprehend the process of translating ideas into innovations

1.

#### **Pedagogy:**

1. Lectures\_ ( AV )\_\_\_\_\_
2. Case Studies\_  
Workshops\_\_\_\_\_
3. Industry Interactions\_and  
visits\_\_\_\_\_

#### **Pre-learning:**

Business Entrepreneurship –course code ENTRE U2

## Course Outline

Unit	Contents	Hours
<b>I</b>	<b>Components and Principles of Creativity</b> Creativity – Meaning and Process Tools of Creativity Myths regarding creativity Barriers to Creativity Promoting individual creativity Classroom activities and exercises	<b>15</b>
<b>II</b>	<b>Organizing Innovation</b> Innovation – Meaning and Sources Principles of Innovation Do's and Don'ts of Innovation Creating a climate for innovation Theories/Models of Innovation: -Joseph Schumpeter's Innovation -Teece Model -Henderson-Clark model	<b>15</b>
<b>III</b>	<b>Introduction to Innovation &amp; Creativity in Entrepreneurship</b> Linking creativity, innovation and entrepreneurship Importance of Creativity in Entrepreneurship Managing Innovation Radical Vs Incremental Innovation Learn about the best practices in the industry and businesses regarding innovation, creativity and entrepreneurship	<b>15</b>

### Recommended Books:

Peter F Drucker, 'Innovation and Entrepreneurship', Elsevier Ltd, First Edition 1985

Scott Berkun, 'The Myths of Innovation', O'Reilly Media Inc., First Edition 2010

Sramana Mitra, 'Entrepreneur Journeys: Innovation; The need of the Hour', CreateSpace, 2010

**Suggested Evaluation Methods:** Assignments, Projects, Written tests, MCQs, Case Analysis

### Parallel/Similar courses the existing curriculum: NA

S.No.	Name of the course	Institute where it was offered

Name of Member	Sabiha Fazalbhoy	Sruti Mitra			
Designation	Faculty member	Asst. Professor			
Org. / Inst.	SCMS ( Pune )	SCMS ( Pune )			
Signature					

Name of the Expert: Prof. Vinod Shastri

Signature:

Date: 1/08/2013