

Programme	BBA				
Course Code					
Course Title	<b>Creativity, Innovation, and Business Development</b>				
Type of Course	<b>MDC</b>				
Semester	1				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45

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Pre-requisites	
Course Summary	This course explores the intersections of creativity, innovation, and business development, focusing on how these elements combine to spark new ideas, drive technological advancements, and create sustainable business models in a competitive global marketplace. Students will engage with concepts from design thinking, lean startup methodologies, and disruptive innovation theories to understand how businesses can innovate products, services, and processes. Through a blend of lectures, case studies, hands-on projects, and guest speakers, participants will learn to harness their creative potential, apply innovative thinking, and develop practical strategies for business growth and development.

**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Enable the learner to understand the concept and meaning of creativity, and its importance in various domains, including business	U	C	Standardized Test
CO2	Enable the learner to identify and develop creativity skills and personal qualities necessary for fostering innovation	Ap	P	Observation and Practical Skills
CO3	Enable the learner to use creativity tools and techniques	Ap	P	Observation and Practical Skills
CO4	Enable the learner to understand the concept and types of innovation, the relationship between creativity and innovation, and the role of innovation in business development.	U	C	Standardized Test
CO5	Enable the learner to analyse the characteristics of successful entrepreneurs and understand the entrepreneurship process and the concept of a business model.	Ap	P	Case Study
CO6	Enable the learner to explore and evaluate the role of agencies for innovation in Kerala and their contributions to promoting entrepreneurship and innovation.	Ap	P	Observation and Practical Skills
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**Detailed Syllabus:**

Module	Unit	Content	Hrs	Internal	External
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		(45)	(25)	(50)	
<b>I</b>	<b>Understanding Creativity</b>		<b>9</b>	<b>20</b>	<b>12</b>
	1	Creativity – Nature, Concepts and Meaning.			
	2	Creativity skills & personal qualities.			
	3	Role of creativity in business.			
	4	Techniques to foster creativity: Brainstorming			
	5	Role Playing			
	6	Incubation			
	7	Creativity tools and techniques: SCAMPER			
	8	Mind Mapping			
<b>II</b>	<b>Innovation and its Role in Business</b>		<b>9</b>		<b>12</b>
	6	Meaning, Nature			
	7	Types of innovation			
	8	Relationship between creativity and innovation – Differences			
	9	Relationship between creativity and innovation – Similarities			
	10	Role of innovation in business development.			
	11	Barriers to innovation			
	12	Ways to overcome the barriers.			
<b>III</b>	<b>Introduction to Entrepreneurship</b>		<b>9</b>		<b>12</b>
	10	Meaning Nature and concepts of entrepreneurship			
	11	Meaning Nature and concepts of intrapreneurship			
	12	Characteristics of successful entrepreneurs			
	13	Entrepreneurship Process			
	14	Concept of Business Model			
	15	Importance of Entrepreneurship Ecosystem			
	16	Importance of Entrepreneurship for Economic Development			
<b>IV</b>	<b>Business Development through Entrepreneurship</b>		<b>9</b>		<b>14</b>
	17	Steps in starting a new venture and entrepreneurship challenges			
	18	Idea generation, Evaluation, and Opportunity Assessment			
	19	Business Plan – Concepts			
	20	Business Plan – Components			
	21	Business Plan – Importance			
	22	Entrepreneurial Marketing and Financing a New Venture			
<b>V</b>	<b>Open Ended Module</b>		<b>9</b>	<b>5</b>	
	1	K-DISC, KIED, Kerala Startup Mission, National Innovation Foundation, Innovation and Entrepreneurship Development Centres, etc.			

#### Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6	PO7

CO 1	2	2	2	2	1	2	1	3	2	1	2
CO 2	3	2	3	1	2	2	1	3	3	2	3
CO 3	3	2	2	1	1	2	2	3	3	2	2
CO 4	2	2	1	2	1	1	2	2	2	2	1
CO 5	3	2	3	2	2	1	2	3	2	2	3
CO 6	2	2	3	1	1	2	2	2	2	3	3

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

**Mode of Assessment – CCA (Continuous Comprehensive Assessment) -**

**Summative Assessment (SA)**

- a. Written test
- b. Open book test
- c. Laboratory report
- d. Problem based assignments
- e. Individual project report
- f. Case study report
- g. Team project report
- h. Literature survey
- i. Standardized Test

**Formative Assessment (FA)**

- l. Practical Assignment
- m. Viva
- n. Quiz
- o. Interview

- p. Class Discussion
- q. Seminar
- r. Group Tutorial work
- s. Home assignments
- t. Self and peer Assessments
- u. Oral presentations
- v. Observation of practical skills

## REFERENCES

1. Rao, M. S. (2014). *Unlocking Creativity: How to Solve Any Problem and Make the Best Decisions by Shifting Creative Mindsets*. Sage Publications India Pvt Ltd.
2. Srivastava, S. C., & Sharma, P. (2018). *Innovation and Entrepreneurship: Practice and Principles in the Indian Context*. Sage Publications India Pvt Ltd.
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4. Michalko, M. (2006). *Thinker toys: A Handbook of Creative Thinking Techniques*. Berkeley, CA: 10 Speed Press
5. Jha, K. N. (2019). *Creativity and Innovation: Emerging Trends in Indian Context*. Excel India Publishers.
6. Sharma, R. (2019). *Creativity at Work*. Bloomsbury Publishing India.
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13. Dr. P. Rizwan Ahmed, (2015), *Creativity and Innovation Management*, Margham Publications, Chennai.
14. S,A.Vivek., & B, Babu. (2020). *Essentials of Creativity and Innovation*, Copperliners Publishing LLP. (ISBN: 978-93-5437-000-7)

## SUGGESTED READINGS:

1. Kedia, B. L. (2018). *Innovation and Entrepreneurship: A Holistic Approach to Creative Problem Solving*. Cambridge University Press India Pvt Ltd.
2. Bhatt, P., & Pathak, R. D. (2018). *Creativity and Innovation in Business and Beyond: Social Science Perspectives and Policy Implications*. Springer India.
3. Mukerji, D. (2017). *The Innovation Game: A New Approach to Innovation Management and R&D*. Oxford University Press.
4. Chaudhuri, S. (2017). *Innovation and Creativity in Indian Business: The Journey of Tata Group*. Palgrave Macmillan.
5. Amabile, T. M., Mukunda, G., & Raghunathan, R. (2016). *The Progress Principle: Using Small Wins to Ignite Joy, Engagement, and Creativity at Work*. Harvard Business Review Press.