

**SYLLABUS**  
**BBA1FM105, MDC- CREATIVITY, INNOVATION, AND BUSINESS DEVELOPMENT**  
**Credit 3, Lecture Per Week 3, Total Hours 45**

<b>Module</b>	<b>Unit</b>	<b>Content</b>	<b>Hrs</b>	<b>Internal</b>	<b>External</b>
			<b>(45)</b>	<b>(25)</b>	<b>(50)</b>
<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.			

## REFERENCES

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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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8. Tidd, J., & Bessant, J. (2018). *Managing Innovation: Integrating Technological, Market and Organizational Change* (6th ed.). John Wiley & Sons.
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10. Kuratko, D. F., & Rao, T. V. (2017). *Entrepreneurship: Theory, Process, and Practice*.Cengage Learning India.
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12. Patrick Dawson, (2014), *Managing Change, Creativity and Innovation*, SAGE Publications Ltd; Second edition
13. Dr. P. Rizwan Ahmed, (2015), *Creativity and Innovation Management*, MarghamPublications, Chennai.
14. S,A.Vivek., & B, Babu. (2020). *Essentials of Creativity and Innovation*, Copperliners Publishing LLP. (ISBN: 978-93-5437-000-7)