

Audit course on Creativity, Innovation, and Entrepreneurship

Objectives:

- Know what creativity is and master some techniques to accentuate it.
- Know what Innovation is and understand why it is required.
- Execute an innovative project in the area of your passion to learn the complete innovation life cycle
- Understand team dynamics in idea generation, development, and diffusion phases.
- Innovation as a bridge to entrepreneurship

Teaching Scheme:

1 full day (6-7 hours) once in 3-4 weeks (preferably Saturday). Totaling 20 hours That will include guest lectures' presentation, student presentation / discussion, and pertinent audio visuals. There will be some exercises and simulations.

Examination Scheme:

Project Evaluation at idea generation, idea screening and development, idea diffusion and entrepreneurial plan will carry 25 marks each.

Evaluation Method for presentations:

Stage	Parameter 1	Parameter 2	Parameter 3
Idea Generation	Topic Selected (Relevance, Uniqueness, Difficulty Level): 50%	Diversity of Ideas: 30 %	Number of ideas: 20 %
Idea Screening and Development	Solution (Uniqueness, cost, ease of implementation) 50 %	Teamwork= 25 %	Presentation Skills = 25 %
Idea Diffusion	Actual Change= 60 % (potential, What has been the current impact, level of difficulties)	Teamwork= 20 %	Presentation Skills = 20 %
Entrepreneurial plan	Identification of target market = 35 %	Identification of competitive advantage and entry barriers = 35 %	Individual development plan = 30 %

Syllabus:

1) Fundamentals of innovation

- a) What is Innovation?
- b) Presentation tips
- c) A few case studies.
- d) How it is different from Invention
- e) Why it is required?
- f) The course structure & expectations
- g) Funding sources

2) Getting ready to innovate

- a) Discover your passion and challenge
- b) Decide innovation project
- c) Learn and use challenge analysis and innovation frameworks

3) Accentuating creativity

- a) Learning techniques like 5 why, brainstorming, TRIZ
- b) Assessments of your creativity and improving it

4) Idea screening and development

- a) System Thinking
- b) Design Thinking
- c) Integration of both
- d) Idea screening methods
- e) Handling screening results
- f) Idea development
- g) Team dynamics

5) Idea diffusion

- a) Challenges
- b) Frameworks and their performance
- c) Simulation exercise

6) Entrepreneurial plan

- a) Assessment of individuals
- b) Development plans of individuals
- c) Identifying market, competitive advantages, and entry barriers
- d) Developing entrepreneurial plan

References:

- Rogers, E. (2003), The Diffusion of Innovation – Fifth Edition. Free Press. New York.
- Munshi, P. (2009) Making Breakthrough Innovation Happen. India: Harper Collins Publishers
- Hansen, M.T. and Birkinshaw, J. (2007), ‘Innovation value chain’, Harvard Business Review, June, pp.121–130.
- Johansson, F. (2006), The Medici Effect. Boston, Massachusetts: Harvard Business School Press.
- Dabholkar, Krishnan (2013), “8 steps to innovation”, Harper collins
- Many more contemporary articles