



University Open Elective – I

UOE011 Creativity & Innovation

Teaching Scheme				Evaluation Scheme			
Lect.	Tut.	Pract.	Credits	Component	Exam	WT %	Pass %
2	-	-	2	Theory (100)	FA	100	40

Course Description

Course Objectives

1. To Understand the creativity and innovations management aspects

Course Outcomes

Students will be able to

		Bloom's Level
CO1	Outline different models and mechanisms of creative problem solving.	1
CO 2	Interpret creative intelligence abilities and thinking strategies.	3
CO 3	Formulate an appropriate innovative ideation methods and theories of outsourcing	3
CO 4	Identify the system approach to Micro and Macro Perspective of Innovation	2

01 Mastering Creative Problem Solving

Structuring of ill- defined problems- Creative Problem solving- Models of Creative problem solving- Mechanisms of Divergent thinking, Useful mechanisms of convergent thinking- Techniques of Creativity and Problem solving

02 Creative Intelligence

Creative Intelligence abilities - A model of Creative Intelligence – Convergent thinking ability - Traits Congenial to creativity - Creative Personality and forms of creativity Motivation and Creativity- Blocks to creativity- fears and Disabilities, Strategies for Unblocking Energy for your creativity- Designing Creative Environment

03 Innovation Management

Concept of Innovation- Levels of Innovation- Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods- Theories of outsourcing New Product Development: Transaction Cost, Resource Based, Resource Dependence, Knowledge Based Theories



04 Micro and Macro Perspectives of Innovation

Systems Approach to Innovation, Innovation in the context of Emerging Economies- Organizational factors affecting innovation at the firm level Leadership and Innovations- Open Innovation- Innovation Framework, Innovations developed by Open Technology Communities

Reference Books

1. Pradip N Khandwalla, Lifelong Creativity, An Unending Quest, Tata McGraw Hill, 2004.
2. Vinnie Jauhari, Sudanshu Bhushan, Innovation Management, Oxford Higher Education, 2014.
3. Innovation Management, C. S. G. Krishnamacharyulu, R. Lalitha, Himalaya Publishing House, 2010.
4. A. Dale Timpe, Creativity, Jaico Publishing House, 2003.
5. Brian Clegg, Paul Birch, Creativity, Kogan Page, 2009.
6. P. N. Rastogi, Managing Creativity for Corporate Excellence, Macmillan 2009.



Sanjay Ghodawat University, Kolhapur

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