



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 4<sup>th</sup> Semester  
**Functional Area Specialization: Entrepreneurship and Family Business**  
**Subject Name: Creativity, Incubation and Innovation (CII)**  
**Subject Code: 4549261**

With effective  
 from academic  
 year 2018-19

## 1. Learning Outcome:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Explain</i> the difference between creativity and innovation.</li> <li>• <i>Comprehend</i> the role of different players involved in the incubation process.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Justify</i> the need for innovations in the entrepreneurial as well as the intrapreneurial setup.</li> <li>• <i>Develop</i> the framework to commercialise the creativity and convert the innovation in to a marketable opportunity.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Develop</i> fit between global innovations and local needs.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Identify</i> social problems and develop creative solutions to address them and transform society to deliver social impact.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Develop</i> strategic plans for technology generation, adaptation and protection</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Collaborate</i> to assess the needs of society and suggest the solutions to bridge the gap.</li> </ul>

## Correlation Levels:

**1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation**

Sub. Code: 4549261	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>LO1:</b> <i>Explain</i> the difference between creativity and innovation.	3	-	-	3	-	1	-	2	2
<b>LO2:</b> <i>Comprehend</i> the role of different players involved in the incubation process.	3	1	2	-	-	2	1	1	2
<b>LO3:</b> <i>Justify</i> the need for innovations in the entrepreneurial as well as the intrapreneurial setup.	1	3	-	1	1	2	-	2	1
<b>LO4:</b> <i>Develop</i> the framework to commercialise the creativity and convert the innovation in to a marketable opportunity.	3	1	3	1	1	1	-	1	3
<b>LO5:</b> <i>Develop</i> fit between global innovations and local needs.	2	2	2	-	3	-	-	1	-
<b>LO6:</b> <i>Identify</i> social problems and develop creative solutions to address them and transform society	3	1	2	-	-	3	3	3	2



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to deliver social impact.									
<b>LO7:</b> <i>Develop</i> strategic plans for technology generation, adaptation and protection	1	2	-	1	1	1	3	-	1
<b>LO8:</b> <i>Collaborate</i> to assess the needs of society and suggest the solutions to bridge the gap.	1	2	2	1	1	3	-	1	-

**2. Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

### 3. Course Contents:

Module No.	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<b>Basics of Creativity, Incubation and Innovation</b> <ul style="list-style-type: none"> <li>• Creativity</li> <li>• How Business Incubators Work</li> <li>• Innovation</li> <li>• Innovation = Creativity + Commercialization</li> <li>• Myths surrounding creativity</li> </ul> <b>The Business Incubator Players</b> <ul style="list-style-type: none"> <li>• The Property Developers</li> <li>• Government and Local Government</li> <li>• The Academics</li> <li>• The Corporate Ventures</li> <li>• The Entrepreneurs</li> <li>• The Venture Capitalists</li> <li>• The Business Angels</li> <li>• The Consultants</li> <li>• Variations on a Theme</li> <li>• Incubator Associations</li> </ul>	10	18
II	<b>Creativity Tools and Techniques</b> <ul style="list-style-type: none"> <li>• Lateral Thinking</li> <li>• Enablers and Barriers to Creativity</li> <li>• Creative Personality</li> <li>• Brainstorming</li> <li>• Entrepreneurial Creativity</li> <li>• Characteristics of Creative Groups, Three Components of Individual Creativity</li> <li>• Time Pressure and Creativity</li> <li>• Steps for Increasing Your Own Creativity</li> </ul>	10	17



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<b>III</b>	<b>Types of Innovation</b> <ul style="list-style-type: none"> <li>• Incremental and Radical Innovation</li> <li>• Factors that Favour Incremental Innovation</li> <li>• Service Innovations</li> <li>• Innovations in Processes</li> </ul> <b>Moving Innovation to Market</b> <ul style="list-style-type: none"> <li>• The Idea Funnel</li> <li>• Stage-Gate Systems</li> <li>• Extending Innovation through Platforms</li> </ul>	10	17
<b>IV</b>	<b>Management of Technology</b> <ul style="list-style-type: none"> <li>• Technology for Survival and Growth</li> <li>• Innovate or Abdicate</li> <li>• Change or Perish</li> <li>• Strategic Management of Technology</li> <li>• Strategic Technology Management System</li> <li>• Technology Forecasting</li> <li>• Technology Generation</li> </ul> <b>Asset Protection and Timing of Innovation and Technology</b> <ul style="list-style-type: none"> <li>• Methods to Protect Technological Knowledge</li> <li>• Patents, Secrets, Etc.</li> <li>• Models and Strategies of Market Timing for Innovations</li> </ul> <b>Technology Maturity, Obsolesce and Discontinuities</b> <ul style="list-style-type: none"> <li>• Technology Maturity</li> <li>• Technology Obsolescence</li> <li>• Technological Discontinuities</li> </ul>	10	18
<b>V</b>	<b>Practical</b> <ul style="list-style-type: none"> <li>• Bringing examples of break-through innovation and successful business built around such innovations to class for discussion.</li> <li>• Experimenting with new idea and trying to access its acceptability among the various stakeholders</li> </ul>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching Lectures
- Case Discussions and Role Playing.
- Audio-visual Material (Using CDs/Clippings/ online videos).
- Assignments and Presentations.
- Experts from healthcare sector can be invited frequently to share practical knowledge.

#### 5. Evaluation:

Students shall be evaluated on the following components:

<b>A</b>	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
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	<ul style="list-style-type: none"><li>• Continuous Evaluation Component</li><li>• Class Presence &amp; Participation</li><li>• Quiz</li></ul>	30 marks 10 marks 10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End -Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

## 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Harvard Business Review	Managing Creativity and Innovation: Practical Strategies to Encourage Creativity	Harvard Business Press	Latest Edition
2	Colin Barrow	Incubators: A Comprehensive Guide to the World's New Business Accelerators	John Wiley & Sons	Latest Edition
3	Bettina von Stamm	Managing Innovation, Design and Creativity	John Wiley & Sons	Latest Edition
4	Tarek Khalil	Management of Technology: The Key to Competitiveness and Wealth Creation	McGraw Hill	Latest Edition
5	Vijaykumar Khurana	Management of Technology and Innovation	Ane Books Pvt. Ltd	Latest Edition

Note: Wherever the standard books are not available for the topic, appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals / Periodicals / Magazines / Newspapers / Web resources etc.

1. International Journal of Innovation, Creativity and Change
2. Journal of Business Venturing
3. Technology Forecasting and Social Change