



ENT 22203: Creativity and Innovation

Level: 2000

Number of Credits : 03

Course Description

Creativity and innovation focuses on idea generation, sources of innovation, research and development, legal aspects of innovation, product planning, and development. It develops knowledge and skills in using techniques and processes for creating business ideas.

Intended Learning Outcomes

At the end of the course, the student will be able to,

- Explain the interrelationship among creativity, innovation, and entrepreneurship
- Discuss creativity and innovation process
- Apply concepts and techniques to generate business ideas.

Teaching/ Learning Methodology

Lectures, group discussions, Workshops, Case studies, and Site visits.

Method of Assessment

In-course assessments	: 30%
End semester examination	: 70%

Course Contents

1. Introduction to creativity and innovation
2. Idea generation techniques
3. Creativity and innovation process
4. Sources of innovation
5. Research and development
6. Product planning and development
7. Innovation and technology
8. Intellectual property law for innovation
9. Innovation diffusion and innovation transfers
10. Innovation and competitiveness
11. Creativity and innovation for small and medium scale enterprises
12. Creativity and innovation for national development

Recommended Readings

1. Bessant, J. & Tidd, J. (2015) Innovation and Entrepreneurship, 3rd ed. John Wiley & Sons Ltd.