



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2017-2018)

Programme Name : MMS

Name of the Course: Creativity & Innovation

Maximum marks: 100

No. of Sessions: 14

Name of the Faculty: Deepak Agnihotri

Mobile No: 9820029158

Email: dagnihotri@vpmthane.org

Weblink:

Learning Objectives:

- To facilitate student learning and creativity by sharing experiences
- Build creativity and innovation capabilities
- Identify and remove barriers to creativity & innovation
- Develop design-thinking skills by building creative competencies

Reference Books:

- Innovation Management – Allan Afuah – Oxford Publications
- Managing & Shaping Innovation – Steve Conway & Fred Steward – Oxford Publications
- Techniques of structured problem solving by Arthur B Van Gundy - It includes a comprehensive range of techniques for use throughout the problem definition and analysis, idea generation, idea evaluation and selection and implementation phases.
- Hegarty on Creativity: There are no rules by John Hegarty – For those who want to see how an advertising legend works with creativity. He explores 50 provocations and themes at the heart of creative thinking. It's nicely written, beautifully laid out and has cartoons and graphics to illustrate key points.
- [Out of Our Minds: Learning to Be Creative](#) – by Ken Robinson
- Models and Methods of Assessing Creativity - James C. Kaufman, Christina M. Russell, and Jonathan A. Plucker
- Lateral Thinking: A Textbook of Creativity by Edward de Bono
- Six thinking hats by Edward de Bono
- Best Practice Creativity by Peter Cook



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- Thinkertoys: A Handbook of Creative-Thinking Techniques - by Michael Michalko
- Creative Thinking for Dummies by David Cox – This provides an interesting and fun introduction to the subject. Whilst I would have liked a little more attention on the problem definition stage, it provides a comprehensive review of the main creative thinking techniques.
- The back of the napkin by Dan Roam – it is an excellent way to learn how to develop your drawing skills for problem definition and problem solving.
- Untruth : Why the Conventional Wisdom is (Almost Always) Wrong Paperback by [Robert J. Samuelson](#)
- Creativity: Process, Product, Personality, Environment & Technology by Fredricka Reisman(Guest Editor)
- Drawing on the right side of the brain by Betty Edwards.
- Creativity and the Management of Change Author - Tudor Rickards.....ISBN - 0 631 21068 7..... Publisher – Blackwell
- Innovation and Creativity by Jonne Ceserani (Author), Peter Greatwood (Author)
- Innovation and Entrepreneurship: Practice and Principles (Paperback) – Peter F Drucker
- Doing Innovation – Creating Economic Value - book Series – Perspective of Innovation, Developing workable Innovation Process, Fostering Innovation Culture, What it takes to be an Innovator
- Corporate Creativity: How Innovation and Improvement Actually Happen by Alan Robinson
- The Innovator’s DNA: Mastering the Five Skills of Disruptive Innovators - By Dyer, Gregersen, and Christensen

Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to Creativity and Innovation	Out of Our Minds: Learning to Be Creative By Ken Robinson Innovation and Creativity by Jonne Ceserani, Peter Greatwood	To realize our true creative potential we need to think differently about ourselves and to act differently towards each other. We must learn to be creative.	MCQs / Q&A / Quiz
2	Nature of Creativity: Person, Process, Product and Environment	Creativity: Process, Product, Personality, Environment & Technology by Fredricka Reisman(Guest Editor)	Understand the ability of making something new,	MCQs / Q&A / Quiz



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			original that can be utilized	
3	Need for Creativity and Innovation in Organizations	Innovation and Entrepreneurship: Practice and Principles (Paperback) – Peter F Drucker	Recognizing path of success	MCQs / Q&A / Quiz
4	Role of Creativity and Innovation in the Organisation	Innovation and Entrepreneurship: Practice and Principles (Paperback) – Peter F Drucker	Economic Survival and Achievement	MCQs / Q&A / Quiz
5	Idea evaluation: What to do with generated ideas? Team Creativity	Techniques of structured problem solving by Arthur B Van Gundy	Understand Creativity Techniques	MCQs / Q&A / Quiz
6	Measuring Creativity	Models and Methods of Assessing Creativity - James C. Kaufman, Christina M. Russell, and Jonathan A. Plucker	Method to measure and improve Creativity	MCQs / Q&A / Quiz
7	Conventional and Lateral Thinking	Untruth : Why the Conventional Wisdom is (Almost Always) Wrong Paperback by Robert J. Samuelson (Author) Lateral Thinking: A Textbook of Creativity by Edward de Bono	Out of Box thinking – its uses and benefits	MCQs / Q&A / Quiz
8	Six Thinking Hats	Six thinking hats by Edward de Bono	Parallel Thinking cut through confusion and process information clearly	MCQs / Q&A / Quiz
9	Creativity Techniques	Thinkertoys: A Handbook of Creative-Thinking Techniques - by Michael Michalko	Learn methods that encourage creative actions	MCQs / Q&A / Quiz
10	Idea Evaluation and Innovation	Techniques of structured problem solving by Arthur B Van Gundy	Use of Divergent and Convergent thinking	MCQs / Q&A / Quiz
11	Disruptive Innovation	The Innovator's DNA: Mastering the Five Skills of	Understand how	MCQs / Q&A / Quiz



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		Disruptive Innovators - By Dyer, Gregersen, and Christensen	individuals can develop the skills necessary to move progressively from idea to impact	
12	Creative and Innovative Culture In Organisations	Creativity and the Management of Change Author - Tudor Rickards.....ISBN - 0 631 21068 7..... Publisher - Blackwell	How to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge	MCQs / Q&A / Quiz
13	Building capability and path to growth in Organisations	Doing Innovation – Creating Economic Value - book Series –Fostering Innovation Culture, Corporate Creativity: How Innovation and Improvement Actually Happen by Alan Robinson	Building the code for innovation right into the organization's people, processes, and guiding philosophies.	MCQs / Q&A / Quiz
14	Cases / Presentation			

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play	Out of box Thinking Critical Thinking	Problem solving	Scenarios on College functions
2	Industry Visit			



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3	Academic Projects			
4	Book Review			
5	Group Discussion	Lateral Thinking	Diff between Improved and new thoughts	Current Situation in Education
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Best of two	20
Presentation	Overall Conduct	5
Case Study	Case present - Group	10
Participation	Active, Answers in class, debate on a topic	5
Others		

Signature of Faculty

Signature of the Co-ordinator

Signature of the HOD