

Creativity and Innovation Management



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Creativity and Innovation Management

UNIT-I

Introduction to Innovation and Creativity: Importance of innovation in modern society. Components of Creativity, Creativity Process and Techniques for improving creativity process. Mechanism of Thinking. Barriers to creativity. Organization and personal factors to promote creativity Identification of needs and opportunities. Creative thinking, evaluation of ideas. Demonstration of the novelty. Myths surrounding creativity.

UNIT-II

Creativity Tools and Techniques: Lateral Thinking, Enablers and Barriers to Creativity, Creative Personality, Brainstorming, Entrepreneurial Creativity.

Characteristics of Creative Groups, Three Components of Individual Creativity. Time Pressure and Creativity.

Analyse various methods that enhance creative ability.

UNIT-III

Innovation: Meaning, Characteristics, Purpose/goals of innovation, Sources of innovation, Types of innovation.

Differences between invention and innovation. Factors that Favor Incremental Innovation. Sustainability and Innovation. Innovation Management Strategies.

Incubation and Innovation: How Business Incubators Work. Service Innovations. Innovation Timing, Innovation Management Strategies. Managing Innovation Teams, Implementing Innovation Strategies. Formulate methodologies which enhance innovation. The New Product Development Process. Delineate conditions that support successful new product development.

UNIT-IV

Innovative Entrepreneurship: Models, Dimensions, Degrees, Sources, & Measurement of Innovation. Strategic Management of Innovation: Innovation Strategies, Stage-Gate Models, Timing of Entry & Strategy, Core competences & Robustness Knowledge management. Leadership in Managing Creativity & Innovation