

Creativity and Innovation Management



Brand: Mehta Solutions
Product Code: 19IMG22D2
Weight: 0.00kg

Price: Rs600

Short Description

Creativity and Innovation Management Rohtak UNIVERSITY

Description

**Creativity and
Innovation Management SOLVED PAPERS AND GUESS**

Product Details: Rohtak UNIVERSITY Creativity and Innovation Management

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **Rohtak UNIVERSITY** book solutions now mehta solutions brings top solutions for **Rohtak UNIVERSITY Creativity and Innovation Management REPORT** book contains previous year solved papers plus faculty important questions and answers specially for **Rohtak UNIVERSITY** .questions and answers are specially design specially for **Rohtak UNIVERSITY** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

Case studies solved

New addition fully solved

last 5 years solved papers with current year plus guess

PH: 07011511310 , 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

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