BANGALORE UNIVERSITY

CREATIVITY AND INNOVATION

B.Com/BBA/BHM/5 years Integrated Course in Commerce for VI Semester under Mrudukousalya.

Max Marks: 100

Objectives

1. To give an insight into creativity and innovation
2. To develop an appreciation for them among students, and
3. To enhance sensitivity to creativity and innovation

Module 1: Overview of Creativity

Meaning and concept of creativity - Creativity Process- Nature and characteristics of creativity - Factors affecting creativity - understanding creativity from studying the profiles of most creative personalities.

10 Hours

Module 2: Innovation Management

Meaning and Importance - Difference with Creativity, Invention and Discovery - Process - Typology - Case Studies on Innovation business ideas like Red bus, Flip fart, Ola, Big Basket, methods and techniques - organizational Aspects - Economic Aspects like venture capital, angel investors - Evaluation of Effectiveness of Innovation - Legal Aspects like IPR, patent etc.

20 Hours

Pedagogy

The pedagogy needs to explore the following

- Videos on You tube
- Case studies
- Interaction with creative persons and Innovators
- Demonstration by students.

Module 3: Creativity and various Forms of Arts

Understanding the forms and characteristics of Various Painting Traditions (cave paintings, Ajanta murals, Indian miniatures, Traditional & Folk Arts), Sculpture (Indian sculpture & Temple architecture), contemporary Art forms - Art & Architecture (Photography, Films, Graphic Animation and Digital Art), Performing Arts (Music, Dance and Theatre), and Poetry & Literature with examples.
References Books

- Sholmo Maital, DVR Seshadri, "Innovation Management". Response Books 2007
- Indian Art by Partha Mitter
- Art of India pre-history to present by Frederick M. Asher
- Contemporary Indian Art and other realities by Yashodara Dalmia

Websites

- www.redbus.in
- www.olacabs.com
- www.flipkart.com
- www.bigbasket.com
- Performing Arts- Wikipedia
- Digital Art- Wikipedia
- Graphics and Animation - Wikipedia
- Browse Wikipedia as and when necessary

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