

**BANGALORE UNIVERSITY**

**CREATIVITY AND INNOVATION**

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

**Max Marks: 100**

**Max time: 42 hrs.**

**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**

**10 Hours**

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.

**Module 2: innovation Management**

**20 Hours**

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.

**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**

**12 Hours**

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

- Vinnie Jauhari & Sudhanshu Bhushan, "Innovation Management". Oxford University Press, 2014
- 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](http://www.redbus.in)
- [www.olacabs.com](http://www.olacabs.com)
- [www.flipkart.com](http://www.flipkart.com)
- [www.bigbasket.com](http://www.bigbasket.com)
- Performing Arts- Wikipedia
- Digital Art- Wikipedia
- Graphics and Animation - Wikipedia
- Browse Wikipedia as and when necessary



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