

ISM 203: Creativity and Innovation

Credits: 3
Lecture Hours: 48

Course Objective

This course aims to make students understand the various dimensions of creativity and innovation and to implement some strategies that will boost business organizations' ability to create and innovate.

Course Description

This course contains introduction, Organizing Creativity and Innovation, Managing the Process and Practices of Creativity and Innovation, Strategic creativity and Innovation, Measuring and Rewarding Innovation.

Course Details

Unit 1: Introduction

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Concept of creativity and innovation, the preconditions for creativity, approaches to creativity, generating creative ideas, factors influencing creativity, creativity methods and techniques, general rules for creative techniques, thinking barriers, creativity personality, creative intelligence; importance of innovation, nature of innovation, types of innovation, the innovation imperatives, rules of innovation.

Unit 2: Organizing Creativity and Innovation

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Issues in organizational design, approaches to design of creative organizations, organization design for sustained and successful creativity, mechanisms that stimulate creativity, organizing for innovation, developing an internal market place for innovation, outsourcing innovation, integrate innovation within organization, the leadership role for innovation.

Unit 3: Managing the Process and Practices of Creativity and Innovation

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The context of creativity, enhancing creativity, environment that stimulate creativity, managerial personality, creative HRM, the objectives of well-designed innovation systems, choosing and designing innovation systems, management system comparison, technological innovations and their management, inter-organizational and network innovations, training to invent, management innovations, agents of innovations, skills for sponsoring innovations

Unit 4: Strategic Creativity and Innovation

LH 10

Generic strategies for innovation, creative growth strategies, creative marketing management, creative management of operations, creative management of product design; innovation strategies overtime, strategic alternatives; mapping for innovation options, forms of management creativity, creative problem solving process, new models of strategic innovation, business model change, technology change, innovation model and innovation rules, choosing a right strategy, play to win and not to play to loose strategies, internal and external factors of strategy, risk management and innovation strategy.

Unit 5: Measuring and Rewarding Innovation

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A balance scorecard for measuring innovation, designing and implementing innovation, measuring execution and outcomes of innovation, measuring sustainable value creation, the barriers to effective performance measurement, importance of incentives and rewards, motivation, setting goals for measuring performance, performance evaluation and incentive contracts, key considerations in designing incentive systems for innovation.

Text and Reference Books:

Khandwalla, P.N., *Corporate Creativity*, Tata McGraw Hill, New Delhi.

Ness, R.B., *Innovation Generation: How to Produce Creative and Useful Ideas*, Oxford University Press, Inc.

Ahmed, P.K., and Shepherd, C.D., *Innovation Management: Context, Strategies, Systems and Processes*, Pearson

Davila, T., Epstein, M., Shelton, R. *Making Innovation Work: How to Manage it, Measure it, and Profit from it*, Pearson Education, Inc.

Chaturvedi, M., *Managing innovation and new product*. New Delhi: PHI.

Dundon, E. *Seeds of Innovation: cultivating the synergy that*. New Delhi: Prentice-Hall India

Johnston, R., *Power of strategy innovation: A new way of Linking creativity and Strategic planning to discover great business opportunities*. New Delhi: PHI.

Kumar, V., *101 design methods: a structured approach for driving innovation in your organization*. Hoboken: Wiley.

Rastogi, P. N., *Management of technology and innovation: competing through technological excellence*. New Delhi: Sage.

Sawyer, K., *Explaining creativity: the science of human innovation*. New York: Oxford University Press