

COURSE I – ENTREPRENEURSHIP, INNOVATION and CREATIVITY

Learning Objectives: The course aims to achieve following objectives-

1. To understand the need and importance of entrepreneur skills for economic and personal growth
2. To understand the role of entrepreneur in innovation and creativity
3. It also helps students to gain knowledge of Creativity and Entrepreneurship.

Course Content:

<p>Unit -1 -Entrepreneurship Essentials : Concepts and Overview of Entrepreneurship, Evolution and Growth of Entrepreneurship in India, Characteristics of Entrepreneurial mind set.Role and Functions of Entrepreneurship in Economic Development. Characteristics of Entrepreneur. Types of Entrepreneur</p>
<p>Unit -2 Entrepreneurship Development : Emerging Trends in Entrepreneurship Development , Entrepreneurial Potential and Potential Entrepreneur , Evaluation of Social Entrepreneurship in India Entrepreneurial Opportunities</p>
<p>Unit 3 Theories : Economic, Psychological ,Sociological theories of Entrepreneurship .</p>
<p>Unit 4 - Management and Leadership Skills</p> <p>Leadership Skills - Concept, Leadership Theories - Blake and Mouton's Managerial Grid, Leadership and Management, Leadership Styles – Autocratic, The Laissez Faire, Democratic/ Participative, Bureaucratic leadership, Qualities of Leader – Leadership Ethics, Situational Leadership, Leadership and Subordinate Development, Leadership Theories- Trait Theory, Leadership-Member Exchange (LMX) Theory, Transformational Leadership, Transactional Leadership.</p> <p>Management Skills - Hard Skills, Soft skills, Problem solving and building relationship, Team building, Empowering and delegating, Managerial Roles.</p>
<p>Unit -5- Design Thinking and Innovation- Design Thinking-Concept, Origin of Design Thinking, Features, Use of Design thinking, Applications of Design Thinking. Design Thinking vs. Scientific Method, Problem Focused vs. Solution Focused. Design Thinking Adds Value to Innovation: Design thinking informs human-centered innovation, Design thinking in leadership, Design Thinking and Growth Mindset, the design-thinking process for innovation.</p>
<p>Unit -6 - Transforming Entrepreneurial Concepts a. Identify requirements of implementing an entrepreneurial concept. b. Identify actions necessary to move from implementing the</p>

concept to achieving sustainable success. Goal Setting a. Review goals set by other entrepreneurs and the impact of goal setting on entrepreneurial success. b. Applying the course content, establish individual goals to develop personal entrepreneurial skills.

Unit -7 - Creativity and Entrepreneurship

Characteristics of Creative entrepreneur, Personal traits, Interpersonal skills, Critical thinking, Practical Skills, Business Thinking vs Creative Thinking, Creative Process – Preparation, Thinking outside the box, Incubation, Illumination, Verification, Critical Thinking.

References:

1. John Kotter, Leading Change: An Action Plan from The World's Foremost Expert on Business Leadership, Macmillan Audio
2. William Bridges, Managing Transitions: Making the Most of Change, Da Capo Lifelong Books;
3. Kevin Ashton, How to Fly a Horse: The Secret History of Creation, Invention, and Discovery, Anchor
4. Austin Klein, Steal Like an Artist: 10 Things Nobody Told You About Being Creative, Adams Media