

As Per NEP 2020

AC –

Item No. –

Tolani College of Commerce (Autonomous)



Knowledge is Supreme

Title of the Course: Management of Creativity
Programme: Bachelor of Commerce (Management Studies)
Semester II

Syllabus for 2 credits

From the academic year-2024-2025

Name of the Course: Management of Creativity

| Sr. No. | Heading | Particulars |
|---------|---|--|
| 1 | Description the course : | This course introduces the learners to the various theoretical concepts related to the human creative process, developing creative ideas, and converting ideas into innovative solutions or products. Topics emphasize the importance of creating a sustainable process to continually innovate in the areas of product, process and service innovation. |
| 2 | Vertical : | Co-Curricular Course |
| 3 | Type : | Theory |
| 4 | Credit: | 2 credits |
| 5 | Hours Allotted : | 30 Hours |
| 6 | Marks Allotted: | 50 Marks |
| 7 | Course Objectives: <ul style="list-style-type: none">• To create a business-oriented approach to creativity.• To relate creativity with business survival, growth and sustainability, for both commercial and social enterprises. | |
| 8 | Course Outcomes: <ul style="list-style-type: none">• Learners will be able to develop systematic methodology that integrates creative thinking processes into business strategies, fostering innovation, problem-solving, and sustainable growth.• Learners will be able to evaluate the role of knowledge and technology management in developing new products/services and processes. | |

| 9 | Module 1:Introduction to Creativity: (15 Hours) | | | | | | | |
|--|--|--|-----------|-------------|--|----------|--------------|-----------------|
| | <ul style="list-style-type: none"> • Concept of Creativity: Importance of Creativity in Idea Generation, Creativity Process • Enablers & Barriers to Creativity: Components of Creativity, Creative Personality, Three Components of Creativity, (Expertise, Creative Thinking Skills & Motivation), Characteristics of Creative Group | | | | | | | |
| | Module 2:Creativity Techniques: (15 Hours) | | | | | | | |
| | <ul style="list-style-type: none"> • Techniques of Creativity: Brain Storming, Lateral Techniques, Six Thinking Hats, Story Board • Managing Creativity: Entrepreneurial Creativity, Time Pressure & Creativity, Steps to Increase your own Creativity, Creative Problem Solving | | | | | | | |
| 10 | References: <ul style="list-style-type: none"> • Jane Henry,Creative Management and Development, 2006 • Christian Werner, Handbook of the Management of Creativity and Innovation, 2017 • Chris Bilton, Management and Creativity: From Creative Industries to Creative Management, 2008 | | | | | | | |
| 11 | Continuous Evaluation | | | | | | | |
| 12 | Continuous Evaluation through: <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Component</th> <th>Total Marks</th> </tr> </thead> <tbody> <tr> <td>1)Assignment/Case Studies / Presentation/ /Project</td> <td>50 Marks</td> </tr> <tr> <td>Total</td> <td>50 Marks</td> </tr> </tbody> </table> | | Component | Total Marks | 1)Assignment/Case Studies / Presentation/ /Project | 50 Marks | Total | 50 Marks |
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| 1)Assignment/Case Studies / Presentation/ /Project | 50 Marks | | | | | | | |
| Total | 50 Marks | | | | | | | |

Signatures of Team Members

| Sr.No | Name | Signature |
|-------|--------------------|-----------|
| 1. | Ms.Swati Anavatti | |
| 2. | Ms.Shalini Clayton | |
| 3. | Ms.Reshma Rajput | |
| 4. | Mr.Vedant Kajbaje | |