



**GITAM INSTITUTE OF MANAGEMENT (GIM)**  
**Gandhi Institute of Technology and Management (GITAM)**  
**(Declared as Deemed to be University u/s 3 of UGC Act. 1956)**  
**Visakhapatnam – 45.**

<b>Course Code: MAN 307</b>	<b>Course Title: Innovation by Design</b>		
<b>Semester: V</b>	<b>Course Type: core</b>	<b>Credits:3</b>	
<b>Home Programme(s):BBA(BA)</b>		<b>Batch/AcademicYear:2020-21</b>	
<b>Course Leader:</b>			

#### Course description and learning objectives

Creativity is not a myth that is the result of magic, madness or mystery. Instead, creativity can be influenced by variables one can control and affect. Increased creativity and problem solving skills will help to ensure that the desired outcome of all engagements and work is successfully completed in a timely and cost effective manner. In addition, the outcome(s) will tend to exceed customer expectations and will be more satisfying for the individual and the team on both personal and professional levels. This course is designed to develop creativity and innovation skills in students.

On successful completion of this course, students will be able to:

	<b>Course Outcomes</b>	<b>Assessment</b>
CO1	Understand the creative process and describe to develop ideas, strengthening reasoning power, working and unlocking creativity.	A1
CO2	Discuss how management can develop a creative environment and managing Internal Entrepreneurs. .	A3
CO 3	Understand to nature and managing creative people in an organization	A3 & A2
CO 4	Comprehend the Stimulating technological innovation and innovative spirit in an industrial setting.	A3 & A2
CO5	Appreciate the design thinking and its process	A2

#### Course outline and indicative content

**Unit I (8 sessions):** (CO1, CO2, L1 & L2) Perspectives on the Creative process: How to develop-ideas – Strengthen your reasoning power – Working Creatively – Unlocking creativity.

**Unit II (9 sessions):** (CO2, L2& L3) Creativity and Conformity: How management can develop and sustain a creative environment – Managing Internal Entrepreneurs.

**Unit III (9 sessions):** )(CO2, CO3, CO5, L12, L3 & L4) Recruiting and managing creativity: How to find and retain creative people – System for increasing inventiveness – Training people to solve problems creatively. Managing Creative People: Nurturing managerial creativity – Creative decision – Making and problem solving.

**Unit IV (8 sessions) :**(CO3, CO4, L13 & L4) Innovation: Stimulating technological innovation – Nurturing the Innovator – The innovative spirit in an industrial setting.

**Unit V (8 sessions):** CO3, CO4, L3, L4 & L5)Design Thinking: Introduction to design thinking and designers-Examples -Design principles –Design thinking strategy and capability: structure-culture-skills-process. Ideate-generate ideas, short listing a workable solution-Perform feasibility and risk assessment-Practical case study and exercise-Create: Develop prototypes of a big idea-perform feasibility and risk assessment-Evolve: track success and scale the solution.

#### Assessment methods

<b>Task</b>	<b>Task type</b>	<b>Task mode</b>	<b>Weightage (%)</b>
A1: Mid exam	Individual	Written	20

A2: Coursera	Individual	Presentations / Q&A/Viva	10
A3: Topic Presentation/Case Analysis/ Assignment	Individual /Groups	PPT Presentation/Report	10
A4: End exam	Individual	Written (short/long)	60

### Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge	CO1 (A1, A2)	CO1, CO2 (A1, A2)	CO1, CO3 (A1, A3)			
Conceptual Knowledge				CO2, CO5 (A2, A3)	CO2, CO4, CO5 (A2, A3)	
Procedural Knowledge						
Meta Cognitive Knowledge						

### Learning and teaching activities

Classroom Teaching, Power Point Presentation, Application in real life situation, Problem Solving, Project, Assignment etc.

### Teaching and learning resources

E-Resources, Cases, E-Books, Websites, E-Library, Handouts.

### CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	Sum
Internal							
C01	3	1	0	1	2	0	7
C02	3	2	0	1	0	2	8
C03	1	3	0	2	1	1	8
C04	3	0	1	1	1	2	8
C05	1	1	3	1	2	0	8
<b>Target Level Max.</b>	<b>11</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>39</b>

### BBA(BA) - Programme Outcomes (Pos)

1	Understanding fundamentals of management theories and practices.
2	Integrating the functional areas to achieve organizational objectives.
3	Identify and acquire managerial skills to analyze business problems.
4	Interpret and apply managerial concepts with leadership skills to lead the teams to achieve the objectives.
5	Ability to understand and perform value based entrepreneurial skills.
6	Evaluate and adopt the changing business environment