


B.Tech. 2nd Semester

 <div>National Institute of Technology Meghalaya An Institute of National Importance</div>														CURRICULUM		
Programme		Bachelor of Technology								Year of Implementation			2024-25			
Department		Humanities and Social Sciences								Semester			II			
Course Code	Course Name	Prerequisite	Credit Structure				Marks Distribution									
			L	T	P	C	INT	MID	END	Total						
			2	0	0	2	50	50	100	200						
HS102	Creativity, Innovation and Entrepreneurship	Nil		COs		Statement						Bloom's Taxonomy				
Course Objectives	To introduce the basic aspects of creativity, innovation and entrepreneurship		Course Outcomes	HS102.1	Describe the basic concepts of creativity, innovation and entrepreneurship						Understand					
	To familiarize the importance of creativity, innovation, and entrepreneurship			HS102.2	Describe and illustrate the importance of creativity						Apply					
	To discuss the role and importance of creativity, innovation, and entrepreneurship for social development			HS102.3	Describe and illustrate the importance of innovation						Apply					
	To discuss the stages of the entrepreneurial process for the successful development of entrepreneurial projects			HS102.4	Describe and illustrate the importance of entrepreneurship						Apply					
COs	Mapping with Program Outcomes (POs)												Mapping with PSOs			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO2	PSO3	
HS102.1	-	-	1	-	1	2	2	-	3	2	3	2				
HS102.2	-	-	1	-	1	2	2	-	3	2	3	2				
HS102.3	-	-	3	-	1	2	2	-	3	2	3	2				
HS102.4	-	-	3	-	1	2	2	-	3	2	3	2				
HS102	-	-	2.0	-	1.0	2.0	2.0	-	3.0	2.0	3.0	2.0				
SYLLABUS																
No.	Content											Hours	COs			
I	Meaning and definition of creativity, innovation, and entrepreneurship; Relation between creativity, innovation, and entrepreneurship; Differences between creativity and innovation; Differences between creativity and entrepreneurship; Differences between innovation and entrepreneurship; Event funding											06	HS102.1			
II	Individual creativity, behaviour and psychological aspects of creativity; Idea generation; Creativity tools and techniques; Creativity in groups											06	HS102.2			
III	Innovation and competitive advantage; Framework of innovative strategies; Organizational issues of innovation; Innovation in a competitive environment; Sources of innovation; Innovation selection; Effective implementation of innovative ideas											08	HS102.3			
IV	Historical development of entrepreneurship; Types of entrepreneurship; Entrepreneurial opportunities; Entrepreneurial processes; Entrepreneurial strategies; Entrepreneurial practice; Sources of entrepreneurial ideas; Entrepreneurial project; Start-up; Contributions of entrepreneurs in society											08	HS102.4			
Total Hours											28					
Essential Readings																
1. Pradip N. Khandwalla, <i>Lifelong Creativity: An Unending Quest</i> , Tata McGraw Hill, 2004.																
2. Vinnie Jauhari and Sudanshu Bhushan, <i>Innovation Management</i> , Oxford Higher Education, 2014.																
3. Robert D. Hisrich et. al. <i>Entrepreneurship</i> , McGraw Hill Higher Education, 6 th Edition, 2004.																
Supplementary Readings																
1. D. H. Holt, <i>Entrepreneurship: New Venture Creation</i> , Prentice Hall, 1992.																
2. Lewrick, M., Link, P., and Leifer, L., <i>The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable Innovation Methods</i> , John Wiley & Sons, 2020.																
3. Hisrich, R. D., Peters, M. P., and Shepherd, D. A., <i>Entrepreneurship</i> , New York: McGraw-Hill, 2020.																