



**Sub Committee for Curriculum Development Faculty of Management**  
**General Management - Undergraduate**

**Name of Institute:** Symbiosis School for Liberal Arts

**Course Name:** Management Elective – Creativity and Innovations

**(UG/PG):** UG, Elective

**Number of Credits:** 4 (60 Hours)

**Level:** 2

**Introduction:**

This course combines theory and experiential assignments to introduce students to the main concepts of creativity and innovation. The course is designed to help students explore how crucial creativity and innovation are, to individuals, organizations, and the entrepreneurial process.

Students will be introduced to a few tools to promote creativity within themselves and others. They will also learn processes to increase innovation, how to contribute to a creative team, how to manage creativity, and how to establish a culture of creativity within an organization. The course covers basic concepts such as the thinking process, the ten mental locks, and how to overcome barriers for creativity. The course dives deeper and covers aspects such as the 4Ps of creativity, innovation and its myths, and the use of creativity and innovation in the world of business. As a result, students will have greater understanding of and appreciation for creative and innovative processes, and are thus better able to harness and direct those forces for themselves, and for others. This course provides students with an approach to contribute in a unique and productive way to today's entrepreneurial and organizational demands.