

MM9153	CREATIVITY, INNOVATION AND PRODUCT DEVELOPMENT	L T P C
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UNIT I	INTRODUCTION	8
	The process of technological innovation – factors contributing to successful technological innovation – the need for creativity and innovation – creativity and problem solving – brain storming different techniques.	
UNIT II	PROJECT SELECTION AND EVALUATION	8
	Collection of ideas and purpose of project – Selection criteria – screening ideas for new products (evaluation techniques).	
UNIT III	NEW PRODUCT DEVELOPMENT	7
	Research and new product development – Patents – patent search – Patent laws – International code for patents – Intellectual property rights (IPR).	
UNIT IV	NEW PRODUCT PLANNING	7
	Design of proto type – testing – quality standards – marketing research – introducing new products.	
UNIT V	LABORATORY	15
	Creative design – Model Preparation – Testing – cost evaluation – Patent application	
		Total = 45

REFERENCES

1. Harry Nystrom, "Creativity and Innovation", John Wiley & Sons, 1979.
2. Brain Twiss, "Managing Technological Innovation", Pitman Publishing Ltd., 1992.
3. Harry B.Watton, "New Product Planning", Prentice-Hall Inc., 1992.
4. P.N.Khandwalla, "Fourth Eye (Excellence through Creativity)", Wheeler Publishing, Allahabad, 1992.
5. I.P.R. Bulletins, TIFAC, New Delhi, 1997.