MM9153  CREATIVITY, INNOVATION AND PRODUCT DEVELOPMENT

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

UNIT IV  NEW PRODUCT PLANNING  7

UNIT V  LABORATORY  15
Creative design – Model Preparation – Testing – cost evaluation – Patent application

Total = 45

REFERENCES