



## **[References]**

### **Innovation and Creativity in Business**

<b>Subject:</b>	Business Economics
<b>Course:</b>	B. A. (Hons.), 1st Semester, Undergraduate
<b>Paper No. &amp; Title:</b>	Paper – 103 Fundamentals of Business and Accounting
<b>Unit No. &amp; Title:</b>	Unit – 1 Introduction to Business
<b>Lecture No. &amp; Title:</b>	Lecture – 2 Innovation and Creativity in Business

## **References**

### **Books**

- NCERT book 11 standard of Business Studies.
- Business studies from NIOS, new delhi, page no.8 to 16, chapter 1 (Nature & Scope of Business)

### **Links**

- <http://www.jamestaylor.me/creative-process-five-stages/>
- <http://www.innovationcoach.com/2013/05/8-step-process-perfects-product-development/>
- [http://www.uwcc.wisc.edu/manual/chap\\_5.html](http://www.uwcc.wisc.edu/manual/chap_5.html)