



## **[Summary]**

### **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

## **Summary**

Definition of Creativity, Different degrees of creativity, the process of creativity: Process of converting idea into opportunity what is innovation, Types of innovation; Steps of successful Innovation. Feasibility study: Why to study feasibility and what are the things to be taken care of while studying feasibility.

Developing a business plan & Steps to be taken care while setting a business