

**ACTIVITY REPORT**

<b>Name of the activity</b>	Value Added Course on Creativity & Innovation	<b>Date</b>	2th May to 6th May 2022
<b>Name of the Moderator</b>	Dr. Balpreet Singh	<b>Time</b>	10AM to 3PM
<b>Name of the Resource Person</b>	Dr. Balpreet Singh	<b>Mode</b>	Hybrid
<b>Nature of the activity</b>	Value Added Course	<b>Program &amp; Batch</b>	BBA(Prof) & B.Com Department, Chitkara Business School
<b>Number of students participated</b>	130	<b>Academic Session</b>	2022-23

**About the Activity**

The Value-Added Course on Creativity & Innovation, was conducted by Dr Balpreet Singh from May 2 to May 7 2022. He during his sessions talked about the importance and relevance of Creativity and Innovation. He further discussed about the innovation which is happening faster and faster in the marketplace. Products are replaced by services and new competition arises from the most obscure places. The ability to understand where innovations come from gives large organizations the power to respond to these changes in unconventional ways. By applying creative techniques to real business challenges and learning new hands-on tools, people can broaden their mindsets and learn to break out of the box during their day-to-day activities. During the various days of the value-added course professor distributed the students into various groups and conducted various activities with the students related to creativity. The students participated enthusiastically. The VAC on creativity and innovation course was designed to help students to increase their creative thinking and to certainly generate innovative ideas.

**Aligned Activity Outcomes with Objectives**

Activity Objectives	Activity Outcomes
1. To understand why some people are naturally creative, but also how everyone can develop their creative skills	The students were made aware of the different characteristics of the Creativity and Innovation
2. To know about how to use a range of creative thinking methods, tools and techniques to generate ideas and solve problems	The students were made aware about the different creative thinking methods, tools and techniques to generate ideas and solve problems
3. To apply the methods and tools to generate ideas for improving areas of their own work	The students were made to think out of the box by giving them creative activities

**GLIMPSES OF THE ACTIVITY**



**Image 1-Dr. Balpreet Singh conducting Personality Test activity with students**



**Image 20- Dr. Balpreet Singh with Students attending the VAC**