Proposal for a New Graduate Course

Department: Management and Entrepreneurship

Graduate Program: Master of Business Administration (being proposed)

Course Number & Title: MBAD 505 Creativity and Innovation

Total hours/week: 42 hours / 7 hours per week for 6 weeks

Number of Credits: Lectures: 3 Lab: 0

Will this course be cross-listed with an undergraduate or other graduate course? ☐ YES ☒ NO

If yes, please complete an attach to this proposal a Permission to Cross-List a Graduate Course form.

Course will first be offered: Fall Semester 2010

Catalog description (Please limit to 50 words):
The global business environment is characterized by rapid technological change, ambiguity and uncertainty. To achieve sustainable competitive advantage, organizations must innovate through creative thinking and problem solving to design socially- and environmentally-responsible market opportunities. Students learn to foster innovation at the individual, group and organizational level through projects and cases.

Prerequisites (or other restrictions)
None

Rationale/justification for course (consider the following issues):

a. What are the goals and objectives of the course?

Upon completion of this course, students will:

1. Understand the nature and context of creativity and innovation in organizations
2. Understand how creativity and innovation contribute value to new business products, services and processes
3. Know how to apply creative and critical thinking to real-world business problems
4. Be able to conceive and develop socially- and environmentally-responsible market opportunities
5. Recognize the creative blocks when they are imposed by others, as well as when they are imposing the blocks on others
6. Know how to foster innovation at the individual, group and organizational levels

If more space is needed for any section, please attach additional sheets to this form.
b. How does the course support the mission statement of the department and the organizing principles of the graduate program?

This course is required for the MBA program.

Are other departments affected by this course?  □ YES  × NO  
(Please attach letters of support from the chairs of each department indicating the Department has discussed and supports the proposal.)

Is this course part of a joint program?  □ YES  × NO  
If yes, at what institution?

Method of teaching: Lectures, cases, independent study, seminar.
Expected changes

a. Address potential enrollment pattern shifts in the Department or University-wide as it relates to the offering of this course.

New program with new students anticipated.

b. Address potential shifts in staffing of the departments as it relates to the offering of this course.

An additional adjunct session will be necessary for a full-time faculty, one-course release to staff this course.

Requirements for additional resources made necessary by this course. (Note: course requiring additional resources will need special justification.)

a. Staff
   No additional staff required.

b. Budget
   This course will require an increment in budget for materials, cases, parking for speakers, and so forth.

c. Library
   Provided that PASCAL remains intact, the only library additions will be in data bases (e.g. Hoover’s, RMA, etc.).

Attach course syllabus, reading list, or any additional documentation that can help the committee evaluate this proposal. **A syllabus is mandatory.**

Signature of Program Director: ____________________________ Date: 12/1/09
Signature of Department Chair: ____________________________ Date: 12/1/09
Additional Chair’s Signature*: ____________________________ Date:
Signature of Schools’ Dean: ____________________________ Date: 12/1/09
Additional Schools’ Dean Signature*: ____________________________ Date:
Signature of the Provost: ____________________________ Date: 12/7/2009
Signature of Budget Director**: ____________________________ Date:

*For interdisciplinary courses.

**Business Affairs Office

Return form to the Graduate School Office for further processing

Signature of Chair of the Faculty Committee on Graduate and Continuing Education
______________________________ Date: 12/9/09
Signature of Chair of Grad Council: ____________________________ Date: 12/18/09
Signature of the Faculty Secretary: ____________________________ Date:

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MBAD 505: Creativity and Innovation

Course Syllabus

Dr. David Hansen
308 Tate Center for Entrepreneurship
email: hansend@cofc.edu
Office hours: TBA

COURSE ESSENTIALS

Course description

The global business environment is characterized by rapid technological change, ambiguity and uncertainty. To achieve sustainable competitive advantage, organizations must innovate through creative thinking and problem solving to design socially- and environmentally-responsible market opportunities. Students learn to foster innovation at the individual, group and organizational level through projects and cases.

Course objectives

Upon completion of this course, students will:

- Understand the nature and context of creativity and innovation in organizations
- Understand how creativity and innovation contribute value to new business products, services and processes
- Know how to apply creative and critical thinking to real-world business problems
- Be able to conceive and develop socially- and environmentally-responsible market opportunities
- Recognize the creative blocks when they are imposed by others, as well as when they are imposing the blocks on others
- Know how to foster innovation at the individual, group and organizational levels

School of Business learning goals addressed in this class are:

1. Effective communications – students are required to write papers and make presentations and must prepare each in professional manner
2. Ethical awareness – the course teaches students to develop innovations that are both socially- and environmentally-responsible
3. Global awareness – the course is designed around the context of a rapidly changing business climate in which new technology and innovations are introduced from all corners of the world and thus organizations must maintain constant alertness to developments that may diminish their competitive advantage
4. Problem solving ability – a central element of this course involves creative problem solving

If more space is needed for any section, please attach additional sheets to this form.
Books

Required:


Additional readings and cases will be provided

Highly recommended:


Other book recommendations:


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CLASS EXPECTATIONS

Attendance

ATTENDANCE IS REQUIRED for all scheduled class meetings. Each unexcused absence will result in a full letter grade reduction. Emergencies do happen and thus it is possible to be excused from a class. In order to get an absence excused, you must provide documentation directly to me or fill out an Absence Memo through Student Affairs. The absence memo is then forwarded on to all of your professors. The address for the form is: http://www.cofc.edu/studentaffairs/pdf/absence_memo.pdf. If you are excused from class for an extended period of time (e.g. swine flu, family emergencies, etc.), please be sure to keep in contact with both myself and your teammates in order that you do not fall too far behind and/or hurt your team. In addition, tardiness will not be tolerated. Late arrivals will result in grade reductions.

Preparation and Participation

Not only are you expected to come to class, but you should be prepared to make a meaningful contribution in the classroom. This will require having thoughtfully read the assigned readings for the day. You will not be graded on your participation, but failure to show up prepared to make a satisfactory contribution will result in 1 full letter grade reduction in your final grade.

Expectations for Team Work

Over the semester you will work with a team on a major project. The extent of this project will also require some out of class work. To reduce the likelihood of free riders, your team will construct a partnership agreement and you also will be evaluated by your teammates in terms of effort and contribution throughout the semester. Low ratings by your teammates will result in grade reduction.

Expectations for Written Work

Following the School of Business learning goal of effective communications, all written work must be completed and submitted in professional style, and follow basic principles of effective written communication. As any business would expect, all written work should be neat, well organized, clearly written, and free from grammatical and/or typographical errors. In other words, grammar, spelling and formatting will count as part of the grade on all written assignments.

Expectations for Presentations

Also consistent with the School of Business learning goal of effective communication, presentations must be conducted in a professional style. Appearance of both the presenters and the slides, plus articulation, eye contact, etc. will all be counted in the grading of presentations.

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Cell Phones

Please turn off the ringer! **Text messaging during class is PROHIBITED!**

Recycling

Please recycle your trash. It saves the College money (your tuition) and is the right thing to do.

Academic Integrity

All College, School, and Department policies on academic honesty will be strictly enforced in this course. It is expected that all students will adhere to both the letter and spirit of the College’s Honor Code. Along with preparing for and attending class, each student has the responsibility of promoting high academic standards. The School of Business supports the College policy on academic integrity. Academic dishonesty includes: (a) cheating, (b) fabrications and falsifications, (c) multiple submissions, (d) plagiarism, (e) complicity in academic dishonesty. Suspected cases of violations will be referred to the Honor Board for appropriate action. A student found responsible for academic dishonesty by the Honor Board will receive an XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board. Students can find the complete Honor Code and all related processes in the Student Handbook at [http://www.cofc.edu/generaldocuments.handbook.pdf](http://www.cofc.edu/generaldocuments.handbook.pdf).

Academic Assistance:

We encourage students to take advantages of the free academic and professional assistance provided by Student Learning Lab to maximize the quality of their written communication and presentation skills. These services are housed in the Addlestone Library. Please go to: [http://spinner.cofc.edu/studentlearningcenter/writing/?referer=webcluster&](http://spinner.cofc.edu/studentlearningcenter/writing/?referer=webcluster&) for more information about the writing lab and [http://spinner.cofc.edu/studentlearningcenter/speaking/procedures.php?referer=webcluster&](http://spinner.cofc.edu/studentlearningcenter/speaking/procedures.php?referer=webcluster&) for more information about the speaking lab. Students with disabilities of any sort can find appropriate resources at [http://spinner.cofc.edu/~cds/?referer=webcluster&](http://spinner.cofc.edu/~cds/?referer=webcluster&).

COURSE REQUIREMENTS AND GRADING

Team Project

As a team, you will use what you learn in class to research a market, generate a large number of product ideas, refine the list of ideas, conduct more market research to help choose one and finally develop a plan for executing the idea. At

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the end of the semester your team will present your plan. The project will either be conducted on behalf of a business client or as in independent project.

*The team project is worth 25 points.*

**Personal Project**

In order to understand how to manage or lead creative people you must learn how to be creative yourself. To accomplish this, you will be required to develop a personal creativity project. The focus of you project is up to you, but must be submitted for approval to the professor no later the fifth class. The deliverable will depend on the nature of the project.

*The personal project is worth 25 points.*

**Case Analyses**

Throughout the course you will be given several cases. You will analyze the cases using your knowledge of creativity and innovation. The case analyses will be both written and oral. The written portion will be submitted prior to the start of class and the oral portion will be conducted during class.

*The case analyses will add up to 25 points*

**In Class Activities and Exercises**

There will be several activities and exercises throughout the semester. Some will be individual others will be team-based.

*The in-class activities and exercises will add up to 25 points*

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
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<tbody>
<tr>
<td>Team project</td>
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<tr>
<td>Individual project</td>
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<tr>
<td>Cases</td>
<td>25</td>
</tr>
<tr>
<td>In-class activities and exercises</td>
<td>25</td>
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<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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If more space is needed for any section, please attach additional sheets to this form.

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<tr>
<th>Grades</th>
<th>Points</th>
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<td>B</td>
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<td>C+</td>
<td>76-79</td>
<td>Fair</td>
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<td>C</td>
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I – Incomplete and W- Withdrawal may also be assigned
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<tr>
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<th>Topics</th>
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<tr>
<td>1</td>
<td>Introduction to the course</td>
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<tr>
<td></td>
<td>What are creativity and innovation and why are they important?</td>
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<td>2</td>
<td>Innovation process</td>
<td>The Art of Innovation, chapter 1</td>
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<td>Managing Creativity and Innovation, chapters 1-2</td>
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<td>The start of innovation – research</td>
<td>The Art of Innovation, chapters 2-3</td>
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<td>The Art of Innovation, chapter 5</td>
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<td>Case discussion</td>
<td>Managing Creativity and Innovation, chapter 6</td>
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<td>Report on research findings</td>
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<td>Idea generation</td>
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