



The University of North Carolina Greensboro  
Department of Marketing, Entrepreneurship, Hospitality & Tourism  
BUS/ENT 201  
Creativity, Innovation, and Vision  
Spring 2020  
Section 02: Online

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Office Hours: Tuesday 2pm -5pm and by appointment  
*(Feel free to set up a phone meeting during office hours)*

This syllabus is subject to change by the instructor. Students are responsible for the rules as stated in this syllabus, announcements and verbal instructions as covered during course online lectures. Students are also responsible for instructions and directions provided through email communication.

**You are required to work with a group in this course. You will work with your group electronically using the internet, by phone and mostly by email. Make sure you make yourself available to your group members for work when required. Students may be dropped from class for failure to communicate and work with team members.**

## REQUIRED MATERIALS

All course readings will be provided to you in the Canvas system or you will be provided with instructions on how to obtain reading materials.

Here is a list of sources for course readings:

Benyus, J. M. (2011). *A biomimicry primer*. The Biomimicry Institute and the Biomimicry Guild.

Csikszentmihalyi, M. (2014). *Society, culture, and person: A systems view of creativity*. In *The Systems Model of Creativity* (pp. 47-61). Springer Netherlands.

Kelley, T. A. (2001). *The art of innovation: Lessons in creativity from IDEO, America's leading design firm* (Vol. 10). Broadway Business.

Schroeder, Bernhard (2016). *Simply Brilliant: Powerful Techniques to Unlock Your Creativity and Spark New Ideas*. Retrieved from <http://www.ebib.com>

Seelig, T. (2017). *Creativity rules : Get ideas out of your head and into the world* (First HarperCollins paperback edition. ed.). New York, NY: HarperOne, an imprint of HarperCollins.

**Catalog Course Description:** Explores the processes of creativity and innovation through an interdisciplinary lens. We examine how thinking creatively and informatively gives us the vision to see opportunities to impact society.

**Bryan School of Business and Economics' Mission Statement:** In the Bryan School of Business and Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability, and a commitment to improve the organizations in which they work and the communities in which they live.

**Bryan School Student Learning Goals:** Each program within the Bryan school has separate learning goals as listed with the degree program. The essential components of a professional education in business (excluding the B.S. and B.A. in Economics, the B.S. in Consumer, Apparel, and Retail Studies and the B.A. in Sustainable Tourism and Hospitality) include common courses for breadth and opportunities for advanced work for depth in the various business disciplines. These core business programs share the following common learning goals:

1. Students will implement the various steps of the critical thinking process, supported by the appropriate use of analytical and quantitative techniques, to formulate recommendations for subsequent decision making.

2. Students will apply appropriate ethical standards when making recommendations for business decision making.
3. Students will evaluate business decisions in the context of sustainability goals, balancing environmental, social, and economic needs, conditions, and potential decision impacts.
4. Students will formulate appropriate strategies, in the context of global issues and forces, to improve business performance in the world economy.
5. Students will explain the roles of innovation and innovation management in achieving successful business strategies, decisions, and performance.
6. Students will be able to plan, schedule, contribute to, and lead projects.

### **Impact of this Course on the Program Student Learning Goals**

Upon successful completion of Creativity, Innovation, and Vision (BUS/ENT201), students will have met the various components of the Bryan SLG including Critical Decision-Making: (#1), Ethical Practices in Entrepreneurship (#2), Innovation in Sustainability (#3), Innovation in entrepreneurship (#5), execution in entrepreneurship (#6)

### **Course Design**

Creativity and innovation are the keystones in a changing global society. In this course we will take an interdisciplinary view of creativity and innovation and the role both processes play in developing economic, social, and cultural institutions. The course will emphasize the development of relationships and networks that cultivate creativity.

Some questions we will consider for the course include: How does a person become creative? What is the difference between creativity and innovation? What is the link between creativity/innovation and the economy? What conditions- social, economic, cultural- cultivate an environment ready for invention and experimentation? How is innovation used throughout society? How does innovation appear in both commercial and nonprofit sectors? What practices are essential to the development of creativity and innovation? What is the creative process? How do we create “hot groups” that allow for the free flow of creativity and innovation? How is creativity and innovation harnessed into a vision to impact the future? How do creativity and innovation impact entrepreneurial vision?

This course is divided into three parts to provide a comprehensive view of creativity, innovation, and vision in practice:

- Individual: How do individuals understand and become more creative, innovative, and visionary?
- Groups: How is the interaction between individuals enhanced by creativity and innovation to develop a vision of the future?
- Larger society: How can creativity and innovation used to create a vision capable of changing organizations, institutions and society as a whole?

## Course Objectives

By the end of this course, you should be able to:

- Recognize your innate creative potential and its role in an enhanced quality of life.
- Appreciate the role of courage in coming up with and implementing new ideas and approaches in entrepreneurial problem solving.
- Describe the creative and innovative processes helpful in understanding the ways in which individuals interact with society.
- Discuss practice of entrepreneurial thinking in a larger social context.
- Present an understanding of creativity and innovation in global context with a focus on the changing economy and entrepreneurial thinking.
- Explicate historical and current innovative ideas and how these ideas have an impact on individuals and their roles in society.
- Analyze, synthesize, and evaluate current events and popular culture that have an impact on the creativity/innovation/visioning processes.
- Invent or experiment with a project that shows the students understanding of creativity and innovation to become more visionary.
- Apply frameworks and tools that will improve individual, team, and organizational creativity.
- Evaluate how to turn creative ideas into tangible outcomes through developing a vision
- Complete course projects using, library, web, and human resources that will support the development of innovative ideas.

## Teaching Methods and Assignments

### For Achieving Learning Outcomes

Learning Modules will include lectures, article reviews, case studies, creative course projects and online experiential activities.

### Innovation Activities: 20 points

The objective is for you to analyze, synthesize, and evaluate current events and elements of popular culture that have an impact on the creativity, innovation, and visioning processes.

- We will have 4 graded innovation team activities during the semester. These activities will be announced in the learning area in appropriate modules. You will receive important due dates only when the module opens. You are responsible for those due dates to earn points toward your final grade. If a student is not clear on due dates they should ask for clarification early on in each module. Each student will complete 4 Innovation Activities during the semester. These activities represent 20 points of your course grade and may include the development of online “team based” projects. Late work will not be accepted except for documented excuses from a doctor or judge.
- The class will receive detailed instructions on how their submissions will be graded in the appropriate learning modules.
- Failure to submit your work individually will result in a zero grade even if your team members submit their work correctly.

**\*EACH STUDENT MUST SUBMIT THEIR OWN COPY OF EACH ASSIGNMENT FOR THE CLASS, EVEN IF THE WORK IS COMPLETED IN A TEAM. Failure to submit an individual copy of team work will result in a zero grade on the assignment. There are no exceptions to this policy.**

### Test (Individual): 60 points

- A test is given for each of the modules (except Module 7) in the course. The tests will be made available on Canvas. A test may take many forms. You may have multiple choice, True/False, Submission request, or essay questions.
- Electronic Test: With the electronic version of the test you will not be able to see more than one question at a time and you will not be able to go back to questions after you have answered them.
- Points: Tests represent 60 points of your course grade with each test worth 10 points. Students are responsible for reviewing all course materials identified as a part of each module for the test. Tests may consist of any combination of true/false, multiple choice

and short essay questions. These questions will cover material from class activities, lectures, guest speakers AND the textbook.

Unless instructed to do so by the instructor students are not allowed to use any materials during course test. You are not allowed to engage in any other activity while taking your test. This is considered a violation of academic integrity. You cannot use old tests provided to you by anyone or any source, online helping aids, personal notes, class materials, or the knowledge of other people while you are taking test in the course. Do not take screen shots of any material on a test.

### **\*Question about Graded Material**

If you believe additional points are warranted for your completed assignment, you must bring this to my attention within one-week (1-week) of receiving the graded assignment. The following process must be followed:

- 1) Issue must be stated in writing. Emails are acceptable.
- 2) The original question, your answer, and the correct answer must be included in your written statement.
- 3) If you have evidence from class materials or lecture that substantiate your point, you must include the citation/source of this evidence in detail.
- 4) Your case can be strengthened if you have evidence supporting your point for grade change.
- 5) All requests will be evaluated. However, a grade change IS NOT GUARANTEED. Final decision will be communicated via email to the student.

Tablets typically do not work effectively for taking exams. Be sure your computer can connect to Canvas before exam day. You may need to visit ITS in McIver Building or call 6 tech for assistance with getting online if you are having trouble.

Test are designed to include material from the course readings, on line lectures and assignments. Therefore, if you do not read the course readings and complete lectures, it will be difficult to pass the class. You will not receive any additional extra individual credit assignments, and your grade will not be changed at the end of the semester for any reason except for a clerical error on part of the instructor.

### **Final Exam: 20 Points**

At the end of the semester you will have a final exam. The final exam questions will come from the information provided in the modules (class discussions), readings, and projects. The exam is worth 20 points of your final grade. The final exam will be offered on Saturday, May 2, 2020

**How Your Final Grade is Calculated: \* Notice that there are no percentages in the chart above, just points.**

Module #	1	2	3	4	5	6	7	Total
Test	10	10	10	10	10	10		60
Innovation	5	2	5	8				20
Activities								
Final Exam								20
Total Points								100

### Grading Scale

Total Points	Letter Grade	Total Points	Letter Grade
93.0-100	A	70.0-72.9	C-
90.0-92.9	A-	67.0-69.9	D+
87.0-89.9	B+	60.0-66.9	D
83.0-86.9	B	00.0-59.9	F
80.0-82.9	B-		
77.0-79.9	C+		
73.0-76.9	C		

\*Grades in this course ARE NOT rounded to the next higher grade.

**\*ALL GRADES ARE POSTED IN Canvas. Do not use calculations or weighted averages listed in Canvas to determine your grade. Canvas calculates an average score that can be misleading in terms of student performance. You will be provided with a spreadsheet to use for calculation of your grade. Canvas is only used for posting points for each assignment, test, or exam but not determining your grade.**

Instructor's Grading Criteria/Timetable:

Grading: All course projects will be graded within two weeks of their due date. In cases where more time for grading is required I will inform the class.

Late Projects: Late projects are accepted only under dire circumstances. Forgetting to do your part, lack of sleep, car problems, club responsibilities, computer glitches, etc. are not considered "dire circumstance." ALL late assignments must be submitted within 24-hours of the original due date. You must have a legal, medical, or psychological documented excuse in order to turn work in late. Do not attempt to add materials to grade in the submission area on canvas after the due date. Students submitting late assignments MUST NOTIFY ME, AT WHICH TIME THEY WILL RECEIVE INSTRUCTIONS ON IF THEY WILL BE ABLE TO SUBMIT AN ASSIGNMENT AND HOW TO SUBMIT THEIR LATE WORK. Students who attempt to add assignments after the due date to the submission area will be penalized based on the academic integrity policy of the University.

Your Name: Do not forget to write your name on EVERY assignment. This means that you should type your name at the top of your work processed document. Assignments turned in without the student's name will not be graded. You can place your name at the top right-hand corner of all documents.

CLASS E-MAIL LIST: E-mails with important class-related information will be sent via Canvas. Please make sure that your official e-mail address of record with the University is correct so that I can contact you through the Canvas system.

### **Communicating in Class**

Emailing Faculty: You should always refer to the instructor as "Dr. James" in all forms of communication.

Naming Conventions: In order to facilitate the tracking of assignments and correspondence you send to me, please use the following naming conventions (Last name and first initial (jamesc), # is the module number for the assignment).

- Projects: lastname-assignment name-module#.doc
- Email Subject Lines: Please start your subject lines in email correspondence with Course & section, username: SUBJECT\_OF\_MESSAGE. For example: "ENT 201 Question" or BUS 201 Need an Appointment."

**Efficient Communication: Email is the most effective and efficient means of communicating with you. Therefore, communication with students will be done through email and course announcements. Check your UNCG email and Canvas Announcements every day.**

## GRADING Process

- Turning in Course Work and Assignments: Every student is responsible for turning in their own assignments for this course.
- All assignments must be submitted through the Canvas Learning Management System in the module area. Please make sure that you submit your work in the correct space. Failure to submit your assignment in the correct space will result in a zero grade.
- Please go to the following website to see a video on the grading system within Canvas. <https://resources.instructure.com/courses/32/pages/canvas-student-tour-videos>. The video is titled "Check Your Grades." When you are submitting your work for class it is your responsibility to make sure that you have properly submitted your work. Viewing this video will let you know the indicators of a successfully submitted assignment.
- Please also view the video titled "Submitting Your Assignment" at the same webpage: <https://resources.instructure.com/courses/32/pages/canvas-student-tour-videos>

## Electronic Communication

### A Few Rules of Thumb

- Wait to respond to a message that upsets you and be careful of what you say and how you say it.
- Be considerate. Rude or threatening language, inflammatory assertions (often referred to as "flaming"), personal attacks, and other inappropriate communication will not be tolerated.
- Never send or post a message that is in all capital letters -- it comes across to the reader as SHOUTING!
- Use boldface and italics sparingly, as they can denote sarcasm.
- Keep messages short and to the point. Make sure to ask for what you are requesting in email messages.
- Always practice good grammar, punctuation, and composition. This shows that you've taken the time to craft your response showing respect for your work.
- Use spell check!

## Plagiarism

Students are expected to be the sole authors of their work. Use of another person's work or ideas must be accompanied by specific citations and references. Though not a comprehensive or exhaustive list, the following are some examples of dishonesty or unethical and unprofessional behavior:

- Plagiarism: Using another person's words, ideas, or results without giving proper credit to that person; giving the impression that it is the student's own work.
- Any form of cheating on examinations, including taking quizzes and exams in a format not authorized by the instructor.
- Altering academic records.
- Falsifying information for any assignments.
- Submitting an assignment(s) that was partially or wholly completed by another student.
- Copying work or written text from a student, the Internet, or any document without giving due credit to the source of the information.
- Submitting an assignment(s) for more than one class without enhancing and refining the assignment, and without first receiving instructor permission. In cases where previous assignments can be submitted for another class, it is the responsibility of the student to enhance the assignment with additional research and to also submit the original assignment for comparison purposes.
- Assisting another student with reasonable knowledge that the other student intends to commit any act of academic dishonesty. This offense would include, but would not be limited to providing an assignment to another student to submit as his/her own work or allowing another student to copy answers to any test, examination or assignment.

**\*Students who are caught violating the Academic Integrity Policy will receive an administrative withdraw from the course.**

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## **Disruptive Student Policy**

### Expectations of Students

Students in the Bryan School are also expected to adhere to the Student Code of Conduct. Further details may be found at <http://academicintegrity.uncg.edu/complete/> and <http://studentconduct.uncg.edu/policy/code/>. The Bryan School has additional expectations and guidelines for students to follow which can be found at [http://www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf).

### **Accommodations**

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Please address any special needs or special accommodations with me at the beginning of the semester or as soon as you become aware of your needs. Students requesting accommodations based on a disability must be registered with the Office of Disability Services in 215 Elliott University Center, 334-5440, <http://ods.dept.uncg.edu/>, [ods@uncg.edu](mailto:ods@uncg.edu).

## Evaluation

The objective here is to learn, and your grades are a demonstration of that. I have designed this course to provide you with numerous opportunities to demonstrate what you are learning. Your final grade therefore will be determined by your actual performance on the combination of "ALL" assignments. Personal issues or constraints ARE NOT considered under any circumstance.

### SIX KEYS TO HAVING A SUCCESSFUL EXPERIENCE IN THIS CLASS INCLUDE:

1. Complete each module. You must complete each module to do well in the course. Do not wait till the second week of a module to start working on the module content. Procrastination will make it hard to do well on module materials.
2. Complete readings for each module of the course. You will not be able to do well in the course if you do not complete your readings.
3. Ask questions and participate in activities when required. This is the best chance to clarify and reinforce the information presented in the text.
4. Apply the entrepreneurship principles we discuss in the course in your everyday life. Read articles in the business press (Wall Street Journal, Financial Times, Business Week, etc) and think about the implications for you as an entrepreneur, customers, companies, the industry, the economy, and society.
5. Be a contributing member of the course team and work together on the Innovation Activities. You may need to meet with your team online to complete course assignments. Because this is an online course your meetings should be held online. Your participation in the Innovation Activities is NOT VOLUNTARY. Your individual grade is based on a peer review completed by each member of your team at the end of the course. A team member who fails to contribute can be dismissed. A dismissed team member will lose 50% of his/her grade based on the peer review and will not be credited for submitted work related to the innovation activities required for the course after being dismissed from the group.

### RELIGIOUS OBSERVANCE

The University allows for 2 excused absences each academic year for religious observances required by the faith of the student. Students requesting a religious absence must notify the instructor of each absence 14 days in advance of the date of the religious observance. The

request must state in writing the nature of the religious observance and the dates. Student's participation must be confirmed in writing by an official of the religious organization. Assignment/tests that a student may miss due to notice of a required religious observance, instructors may require the student to complete the test or assignment in advance of the originally scheduled date of the test or assignment. The requirement for students to make such requests for excused absences applies only to days when the University is holding class (see the University's announcement for further details).

#### PROPER SUBMISSION OF CLASS ASSIGNMENTS

All assignments and papers must be word processed or they will not be graded. You must use the Microsoft Office Suite of applications for your work. UNCG students have access to the Microsoft Office Suite of Application at this web address: <http://its.uncg.edu/Office365/>

I will not accept work that does not meet the following requirements:

1. MUST BE Word Processed. Handwritten documents are not accepted.
2. MUST BE STAPLED if more than 1 page.
3. NO LATE SUBMISSIONS, No excuses.
4. NO E-MAIL submissions for ANY assignment will be accepted.