



Department of Marketing, Entrepreneurship, Hospitality & Tourism

BUS/ENT 201

**Creativity, Innovation, and Vision
Section 01: Campus**

Spring 2021

Professor: Dr. Channelle D. James
Office: 361 Bryan
Phone: 334-4473 (*please leave a message*)
E-mail: cdjames2@uncg.edu (most efficient means of contact)
Office Hours: Using Zoom by appointment only. Email Dr. James for time

Documents: <https://canvas.uncg.edu/>

SEND ALL QUESTIONS VIA EMAIL ONLY

This syllabus is subject to change by the instructor. Students are responsible for the rules, as stated in this syllabus and verbal instructions, as covered during class. Students are also accountable 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.

MODIFIED COURSE DESIGN

During this semester, your class is listed as a modified course. This means that part of your session will be face to face, and part of your course will take place online. This schedule may take a little time to understand, but if you have questions, please ask Dr. James. What does the modified schedule mean?

1. Students registered for a section of the course that tells them when they should attend class in person. You will participate on Tuesday at 9:30 am or Thursday at 9:30 am. You can only attend class on the day you registered for unless you get instructions to do differently from Dr. James. When you are not in class, you will follow instructions listed in Canvas for your online course materials. In your course schedule, the dates of

- attendance are color-coded. Please review the schedule and note how the days of the course are indicated. At any point, if you are not feeling well or have personal issues related to COVID-19, please do not come to class. Your excuse for not attending will be accepted, and the time out of class will not be counted against you. You should still be able to adhere to the course schedule and turn in your assignments according to the schedule. Classes will be recorded and available to all students to support your learning.
2. Group assignments. For each module, students must complete group activities. These activities are called Innovation Activities, and students are encouraged to work using Zoom to host your group meetings. There will also be space in our class to meet as long as students engage in social distancing measures.
 3. You will have tests and a final exam for the course. All these tests will be held online. Students should contact Dr. James if they have questions about how to complete a test or exam.

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.

\$7 For online movie during module one

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.

In the Bryan School of Business and Economics, we create and disseminate knowledge about business theory and practice. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach. Our work produces principled leaders and exceptional problem solvers. They 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 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 be 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.

Students who need accommodations for the submission of course work based on your designation with the OARS office must let the instructor know at the beginning of the semester if they wish to receive accommodations for the course. Your instructor will provide information on what students need to do in order to be prepared to receive accommodations.

Innovation Activities: 32 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 8 graded innovation team activities during the semester. These activities will be announced in the learning area in appropriate modules. Each student will complete **8 Innovation Activities** during the semester. These activities represent 32 points of your course grade and will include the development of online “group based” projects.

- 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.**
- **You are responsible for both written and verbal instructions provided to the class.**

Test (Individual): 48 points

- A test is given for each of the modules (except Module 7) in the course. The tests will be made available on Canvas.
- **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.**
- This course will require the use of LockDown Browser and Monitor for online exams. For an overview on LockDown Browser and Monitor, watch the following short video at <https://www.youtube.com/watch?v=XuX8WoeAycs>
LockDown Browser cannot be used as a regular browser for everyday use as it's basically a portal to Canvas and doesn't take you anywhere but Canvas. The webcam used by Respondus Monitor is enabled through LockDown Browser and you have full control of when LockDown Browser is open. You should use LockDown Browser only as required when taking a test and then close LockDown Browser when finished with the testing process. When LockDown Browser is no longer required (i.e. course is over) you can uninstall LockDown Browser. You will not be able to access the exam from a regular browser. When a test requires the Lockdown browser you will find a link to the software in your Canvas course. This will allow you to get access to the software and take your test. Navigate and open the exam. You will be required to agree to the terms of use and perform a webcam check. Refer to the Student Quick Start Guide for additional information. When taking an online exam, refer to the following suggestions:
 - Make sure the location you are taking the exam is free from interruptions
 - Turn off all mobile devices, phones, etc.
 - Clear the area of all materials – books, papers, other devices
 - Remain at the location for the entire exam
 - LockDown Browser will prevent you from exiting the exam until all questions are completed and submitted. You will not be able to access other websites or applications.
- Points: Tests represent 48 points of your course grade (each test is worth 8 points). Students are responsible for reviewing all course materials identified as a part of each module. Tests may consist of any combination of multiple choice and short essay questions. These questions will cover material from class activities, lectures, guest speakers AND readings.

*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 decisions will be communicated via email to the student.

**A LAPTOP COMPUTER IS REQUIRED TO TAKE ALL Tests.
ALL Tests ARE TAKEN IN THE CLASSROOM.**

All Tests will be taken online. If you do not have a computer or laptop, you can borrow/rent a laptop from the Library on a first-come, first-served basis. You cannot take the exams without a computer. There are no paper exams.

Tablets typically may 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 for assistance with getting online if you are having trouble.

Tests are designed to include material from readings, podcasts, lectures, guest speakers & in-class assignments. Therefore, if you do not read or listen to course resources and complete course lectures/activities, 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 my part.

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 1, 2021. All students must take the final on that day. Students should not make travel plans that interfere with their ability to complete their final exam.

Grade book

Module #	1	2	3	4	5	6	7		Total
Test	8	8	8	8	8	8			48
Innovation Activities	4	4	4	4	4	4	8		32

Final Exam									20
Total									100

Grading Scale

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

***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 final grade. Simply add all the points you receive on each completed assignment and check your total points on the scale above.** Final grades are assigned as indicated on this syllabus. There are no opportunities for any additional individual extra credit under any circumstance. Use the Excel Grade Calculation Sheet in Canvas to determine your grade in the class. If you would like to discuss your grade in the class, complete the Excel Grade Calculation Sheet and bring it with you to meet with Dr. James.

COURSE POLICIES

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 students will be informed.

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 circumstances." 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. Without a legal, medical or psychological excuse a student can only earn 50% of points achieved on any late submission.** Do not attempt to add materials to grade

in the submission area on canvas after the due date without permission. 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 BUS/ENT 201

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, I will communicate frequently with you via e-mail. I use Canvas to do this, and that system uses your UNCG e-mail address. Check your UNCG email daily.

GRADING Process

- ✓ **Turning In Coursework 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 actually 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 POLICY

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 are allowed to 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 withdrawal from the course.

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.

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.

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.**

ATTENDANCE AND PARTICIPATION

All students registered for BUS/ENT 201-01 are expected to complete course lectures, assignments, tests, and exams.

Use of cell phones is not allowed during class. Do not text or IM or engage in any related technology activities unless you are given permission. All communication devices must be turned off in the classroom. Violators will be asked to leave class and will be treated as an

absent student. More than 3 offenses to this policy and a student will receive a 10% drop in their overall course grade.

Students must be on time for every class. Late students may not be allowed to enter the classroom and may be counted absent for the day.

There is no smoking allowed in BUS/ENT 201. This no smoking policy includes Vaping.

LECTURE NOTES

- ❖ **PowerPoint slides are posted on Canvas during each module.**
- ❖ **Power Point slides on Canvas ARE NOT A SUBSTITUTE FOR CLASSROOM ATTENDANCE. The posted slides are designed to alert you to the content discussed in class.**
- ❖ **POWERPOINT SLIDES POSTED ON CANVAS ARE NOT IDENTICAL TO THOSE SHOWN IN CLASS. The content reflects the topics discussed in class. They are not a substitute for the textbook, and you will not do well on test or exams by studying solely using the posted slides.**

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

1. **Print the PowerPoint slides for each lecture posted on Canvas before class.** The slides are “noteshells” to help guide you through key issues that we’ll discuss in each class and aid your note taking. As such, **they do not contain all the information that will be presented in class.** Thus, attendance is critical, as the noteshells will not substitute for attending and taking complete notes.
2. **Attend class.** Class discussions and activities are intended to give you a chance to apply the information discussed in the text. This will help you understand more intuitively and recall the information for tests.
3. **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.
4. **Ask questions and participate in class discussions and activities.** This is the best chance to clarify and reinforce the information presented in the text.
5. **Apply the entrepreneurship principles we discuss in class 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.
6. **Be a contributing member of the course team and work together on the Innovation Activities.** Your team meetings will require you to be flexible in meeting outside of normal class hours. 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 not be credited for submitted work related to the innovation activities required for the course after being dismissed from the group.

LAPTOP and Electronics POLICY

I reserve the right to restrict any and all laptop use at any time. Computer use is not a necessity for every class and often proves to be a distraction rather than an aid in the learning process. If you use your laptop for efficiency in taking notes, you must restrict use to this activity only. Surfing, IM and other unrelated use of your laptop is not permitted in class. ***Please close your laptops during videos, speaker presentations and experiential exercises where use is not necessary. Students caught using social media, cell phones, instant messaging, games, movies, videos, and any other unauthorized materials will be asked to leave class.***

INCLEMENT WEATHER POLICY

If we experience snow, sleet, etc., the University's decision will be followed.

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.**

Required UNCG Syllabus Statement regarding COVID-19

As UNCG returns to face-to-face course offerings in fall 2020, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- **Wearing a face covering that covers both nose and mouth**
- **Observing social distance in the classroom**
- **Engaging in proper hand washing hygiene when possible**
- **Self-monitoring for symptoms of COVID-19**
- **Staying home if you are ill**
- **Complying**

with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for maintaining appropriate social distance during class and facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seat at every class meeting and must not move furniture. Students should not eat or drink during class time. A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and social distancing requirements. For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact OARS (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations. Approved by the Faculty Senate Executive Committee on July 30, 2020 Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to recovery@uncg.edu COVID-19 Spartan Shield Video UNCG Chancellor Frank Gilliam has challenged us to create a Culture of Care at UNCG where we all wear face coverings and social distance, less to protect ourselves but rather more to protect everyone around us. It shows that you care about the well being of everyone around you. We have created this video featuring your student body presidents to better explain how and why this is so important. Please watch this video before the first day of classes. <https://youtu.be/Mb58551qxEk>

Please sign this document and submit a copy to Dr. James

This document is to be considered as a “living” framework, and as a result of the open--ended nature of the course design (which allows the students to co--create the learning experiences), the instructor reserves the right to make changes during the semester to accommodate for unexpected situations that may arise.

Signature: _____ Date: _____

BUS/ENT 201
Section 01 (Modified)
Schedule Spring 2021

This schedule is subject to change with notice. Please use this schedule as your primary source for the course due dates. Updates of the schedule will be sent to the student through email. Do not use the calendar in Canvas for your due dates. Every student must sign a copy of the schedule in order to continue in the course. Please sign the document on the second page and submit it to the Canvas site for this course.

Legend:

Yellow: Tuesday Class on campus

Blue: Thursday Class on campus

Green: Group Day

Purple: Test

Module	Dates	Readings/Activities/Tests & Exams
1	January 19	Course Introduction
1	January 21	<p>Course Introduction Klein J.T. (2017) Creativity, Design, and Transdisciplinarity. In: Darbellay F., Moody Z., Lubart T. (eds) Creativity, Design Thinking, and Interdisciplinarity. Creativity in the Twenty-First Century. Springer, Singapore. https://doi-org.libproxy.uncg.edu/10.1007/978-981-10-7524-7_4</p> <p>Podcast: https://mattdavhttps://doi-org.libproxy.uncg.edu/10.1007/978-981-10-7524-7_4ella.libsyn.com/037-unplug-w-asher-roth</p>
1	January 26	Innovation Activity #1 Due by 11:59 pm
1	January 28	Test 1 available 24-hour window open from 9:30 am - 11:59 pm on January 28
2	February 2	<p>What Is Creativity?</p> <p>Society, Culture, and Person A Systems View of Creativity .pdf </p> <p>Black2016 Chapter WanderingTheWorldInSearchOfCre (1).pdf </p>

		Podcast
2	February 4	What Is Creativity?
2	February 9	Innovation Activity #2 Team work Please make time to work on this day
2	February 11	Test 2 available 24-hour window open from 9:30 am - 11:59 pm on February 11 Innovation Activity #2 due today at 11:59pm
3	February 16	<p>YOU ARE BRILLIANT!: Understanding the Creative Process</p> <p>Kaufman, J. (2016). Creativity 101 (Second edition. ed., Psych 101 series). New York New York: Springer Publishing Company. Chapters 1-4 (E-Book UNCG Library)</p> <p>Schroeder, Bernhard (2016). Simply Brilliant: Powerful Techniques to Unlock Your Creativity and Spark New Ideas. Retrieved from http://www.ebilib.com (Pages 1-30)</p> <p>In the PDF below you will see an article by the Dubberly Design Office (DDO). The very "graphic" article describes how real creativity might happen. http://www.dubberly.com/wp-content/uploads/2009/03/ddo_creative_process.pdf See readings on Biomimicry in your Module under innovation activity #3</p>
3	February 18	YOU ARE BRILLIANT: Understanding the Creative Process
3	February 23	Innovation Activity #3 Please make time to work on this day
3	February 25	Test 3 available 24-hour window open from 9:30 am - 11:59 pm on February 25 Innovation Activity #3 due today at 11:59pm
4	March 2	<p>Diversity and Creativity</p> <p>Bjelland, O. M., & Wood, R. C. (2008). An inside view of IBM's 'innovation jam'. MIT Sloan Management Review, 50(1), 32-40. Retrieved from https://login.libproxy.uncg.edu/login?url=https://search.proquest.com/docview/224960315?accountid=14604 (Links to an external site.)</p>

		<p>An_Inside_View_of_IBM's_'Innov.pdf</p> <p>Preview the document</p> <p>van Knippenberg, D., & Hoever, I. (2018-01-15). Team Diversity and Team Creativity: A Categorization-Elaboration Perspective. In (Ed.), Team Creativity and Innovation. : Oxford University Press,. Retrieved 14 Aug. 2018, from http://www.oxfordscholarship.com/view/10.1093/oso/9780190222093.001.0001/oso-9780190222093-chapter-3 (Links to an external site.).</p>
4	March 4	Diversity and Creativity
4	March 9	Innovation Activity #4 Please make time to work on this day
4	March 11	<p>Test 4 available 24-hour window open from 9:30 am - 11:59 pm on March 11</p> <p>Innovation Activity #4 due today at 11:59pm</p>
5	March 16	Sources Of Innovation
5	March 18	<p>Sources Of Innovation</p> <p>Podcast: The Heart & Hustle -057: Trademarks, Copyrights, Intellectual Property, DBAs, and Contracts with Rachel Brenke https://hwcdn.libsyn.com/p/c/8/2/c82940617575ccf4/HH_EP_63_RACHEL_BRENKE.mp3?c_id=77228747&cs_id=77228747&expiration=1597096797&hwt=bad202677aa03f73bd23b0572d790c19</p>
5	March 23	Innovation Activity #5 Please make time to work on this day
5	March 25	<p>Test 5 available 24-hour window open from 9:30 am - 11:59 pm on March 25</p> <p>Innovation Activity #5 due today at 11:59pm</p>
6	March 30	<p>From Innovation to Opportunity</p> <p>Readings:</p> <p>Harrington, H. (2019). Creativity, Innovation, and Entrepreneurship. New York: Productivity Press, https://doi-org.libproxy.uncg.edu/10.1201/9780429425097 Innovation Measurement</p> <p>Greenhouse.pdf See Module for a link to reading</p> <p>Intellectual Property-2.pdf See Module for a link to reading</p> <p>Team Formation Reading.pdf See Module for a link to reading</p>
6	April 1	From Innovation to Opportunity

6	April 6	Innovation Activity #6 Please make time to work on this day
6	April 8	Test 6 available 24-hour window open from 9:30 am - 11:59 pm on April 8 Innovation Activity #6 due today at 11:59pm
7	April 13	Innovative Business Model
7	April 15	Entrepreneurial Strategy
7	April 20	Entrepreneurial Strategy
7	April 22	Innovation Activity #7 Innovation Challenge Due by 11:59 pm
	April 27	Final Review

The Final Exam will take place on May 1, 2021, online in the Canvas. Students will have a 24-hour window to complete their Final Exam. After 11:59 pm on May 1, 2021, students will not have an opportunity to take the final exam. Please make sure your schedule will allow you to take the final exam on May 1, 2021. No exceptions will be made.

By signing this schedule I agree that I have received a copy of the schedule and will take responsibility for reading all course announcements related to schedule changes.

Student Signature:

Date: