



UNC GREENSBORO

Bryan School of Business and Economics
Department of Marketing, Entrepreneurship, Hospitality, and Tourism
BUS/ENT 201-01: Creativity, Innovation, and Vision
Spring 2024
MAC CTI in Social/Behavioral Sciences competency
3 credit hours, Lecture
Online

INSTRUCTOR INFORMATION:

Name: Channelle James Ph.D.

Office Location: 361 Bryan Building

Phone: 336) 334-4473 Ext. 75577

Email: cdjames2@uncg.edu

Office Hours: Tues from 9 am - 12 noon by appointment through MS Team. If these times do not work for your schedule, email Dr. James to see if you can set a time that works for you.

This is a team-based course. You are required to complete all Innovation Activities as a team.

Pronouns: she/her

**To find more information on pronouns and why they matter, visit Why Pronouns Matter from the Office of Intercultural Engagement

UNCG is located on the traditional lands of the Catawba, Keyauwee, and Saura Nations. UNCG and the City of Greensboro are home to a vibrant Native community connected by [the Native American Student Association \(NASA\) at UNCG](#) and the [Guilford Native American Association](#).

The state of North Carolina is home to many Native Nations, including [the Coharie](#), [the Eastern Band of Cherokee Indians](#), [the Haliwa-Saponi](#), [the Lumbee Tribe of North Carolina](#), [the Meherrin](#), [the Sappony](#), [the Occaneechi Band of the Saponi Nation](#), [the Tuscarora Nation of North Carolina](#), and [the Waccamaw Siouan](#). Let us venture to honor them with our work together. [Why are land acknowledgments important?](#)

COMMUNICATION RESPONSE:

The faculty member will respond to emails within 48 hours on M-R. Emails received Fri-Sun will be responded to the following Monday.

TEACHING PHILOSOPHY STATEMENT:

As a teacher, my goal is to assist students in experiencing and mastering the main theories on which the discipline of entrepreneurship has been built. I will use my experience, research, and understanding to help students reach their entrepreneurial goals. I aim to engage students in critical and creative thinking, leading to the development of skills valuable as entrepreneurs and as colleagues in established organizations and businesses. I believe in the value of engaged scholarship and community engagement because

entrepreneurship education is based on hands-on practical experience for every learner.

CATALOG COURSE DESCRIPTION:

Creativity and innovation are examined through an interdisciplinary lens. We examine how creative and innovative thinking gives us the vision to see opportunities and how they impact society.

COURSE DESCRIPTION:

Creativity and innovation are the keystones of 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.

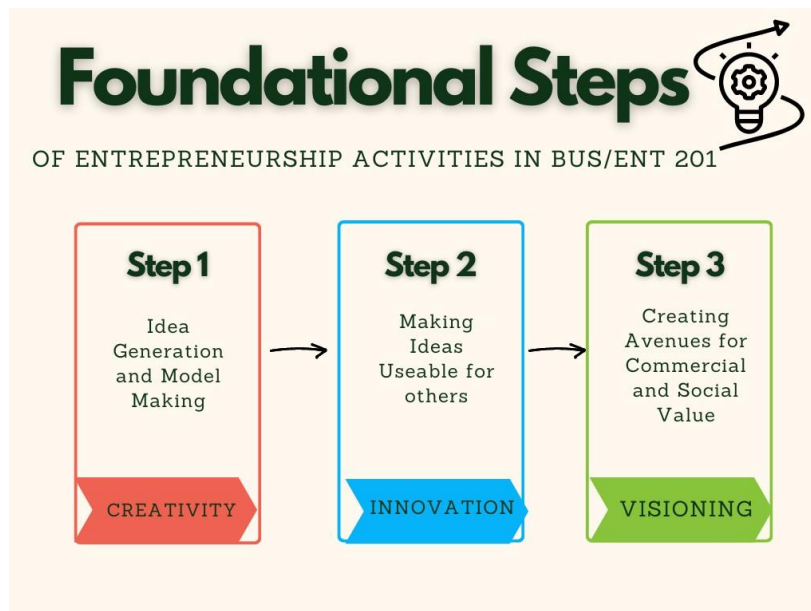
Some questions we will consider for the course include:

- 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 social, economic, cultural conditions 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 Teams” that allow for the free flow of creativity and innovation?
- How are 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?
- Teams: 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?

To effectively engage in the foundational steps of entrepreneurship activities, the course will be taught with the following orientation:



PREREQUISITES / COREQUISITES:


None

FOR WHOM PLANNED:



This course is planned for all UNCG students interested in learning about creativity and innovation from an entrepreneurial perspective. This is a sophomore-level course, so students should be comfortable with the regular rigors of university learning, which includes being able to read large amounts of material, the ability to meet due dates, and the willingness to work effectively as a team member. Students can use this course to complete their MAC CTI in Social/Behavioral Sciences competency.

MAC Competency- SLOs:

MAC Student Learning Outcomes



BUS/ENT 201 Creativity, Innovation / Vision -
MAC CTI in Social/Behavioral Sciences competency

SLO #1	SLO #2
<p>SLO #1: Critically analyze claims, arguments, artifacts or information.</p> <p>Critically analyze claims, arguments, artifacts, or information.</p>	<p>SLO #2: Construct coherent, evidence-based arguments.</p> <p>Construct coherent, evidence-based arguments.</p>
 <p>Tests and Final Exam</p>	 <p>Innovation Activities</p>

These class assignments will help you meet the above MAC SLO

BUS/ENT 201 is designated as a MAC Competency Course with student learning outcomes that encourage students to acquire a working knowledge of the foundational tools for reasoning, including constructing sound

arguments, evaluating the quality of evidence, and forming judgments about the evidence, arguments, and conclusions of others in Social and Behavioral Science disciplines.

At the completion of this Critical Thinking and Inquiry in the Social & Behavioral Sciences course, the students will be able to:

1. Critically analyze claims, arguments, artifacts, or information.
2. Construct coherent, evidence-based arguments.

COURSE SPECIFIC STUDENT LEARNING OUTCOMES (SLOs):

The following more specific Student Learning Objectives show more directly how the MAC Competency-SLOs will be implemented in the course.

SLO #1: Critically analyze claims, arguments, artifacts or information.

Critically analyze claims, arguments, artifacts, or information.

- 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 the practice of entrepreneurial thinking in a larger social context.
- Analyze, synthesize, and evaluate current events and popular culture that have an impact on the creativity/innovation/visioning processes.

SLO #2: Construct coherent, evidence-based arguments.

Construct coherent, evidence-based arguments.

- Present an understanding of creativity and innovation in a 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.
- Invent or experiment with a project that shows the student's 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 the library, web, and human resources that will support the development of innovative ideas.

TEACHING METHODS:

Content is delivered through lectures, participation, article reviews, case studies, and creative course projects. Your course content is delivered to you in Canvas. Most of your materials will be available to you in the Module Area of your course Canvas page. You will see the Module link in the list to the left of the page on your Canvas course page. In each module, you will find information about course activities and course readings. You cannot complete the course without understanding the information in the module. You will meet with your team via Zoom to discuss and explore course concepts, test, and work on our semester projects. When attempting to access any of the materials for the class, you should go through the module link.

ASSIGNMENTS AND ASSESSMENTS FOR ACHIEVING LEARNING OUTCOMES:

The chart below represents the potential points a student can earn for each assignment, test, or exam successfully submitted for the course. The instructor or the graduate assistant will post points for each assignment, test, or exam, which reflect the points the student earned out of the potential points.

Module #	1	2	3	4	5	6	7	Final Weeks	Total
Tests	8	8	8	8	8	8			48
Innovation Activities	4	4	4	4	4	4	8		32
Final Exam								20	20
Total									100

At the end of the semester, you will be asked to calculate your own grade. Always remember that you should not use the average calculated in Canvas to determine your grade. You will be provided with a spreadsheet that will help you compute your grade. If you rely on the final calculation from Canvas, you will mostly have the wrong grade.

Innovation Activities: 32 points

[MAC Note: In this course, student learning related to MAC CTI in Social/Behavioral Sciences SLO #2 will be assessed through Innovation Activities.](#)

The main goal of the innovation activities is to encourage students to analyze, synthesize, and evaluate current events and elements of popular culture that have an impact on creativity, innovation, and visioning processes. We will have seven graded innovation activities during the semester. These activities will be announced in the learning area in appropriate modules (please see Canvas). These activities represent 32 points of your course grade and will include the development of online “Team-based” projects. The class will receive detailed instructions on how submissions will be graded in the appropriate learning modules. You cannot receive credit for innovation activities if you do not work with your team. **Failure to submit the result of your team innovation activities 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 WILL NOT RECEIVE POINTS FOR ASSIGNMENTS THAT YOU DO NOT SUBMIT IN CANVAS, EVEN IF YOUR TEAM MEMBERS SUBMIT THEIR ASSIGNMENTS. THIS IS THE STANDARD FOR EVERY ASSIGNMENT IN THE COURSE.**

You are responsible for both written and verbal instructions provided to the class. Make sure to view any video posted for you in the course modules. Also, make sure that you read course emails and announcements to make sure you are current on course instructions.

Test (Individual): 48 points

MAC Note: In this course, student learning related to MAC CTI in Social/Behavioral Sciences SLO #1 will be assessed through tests.

Students will be asked to analyze claims, arguments, artifacts, or information for each test. Students will be introduced to this information through module lectures, course readings, and course discussions. Students are encouraged not to memorize information found in course materials and experiences but strive to understand how concepts are applied.

A test is given for each module (except Module 7) in the course. The tests will be made available on Canvas.

Electronic Test: In this course, students will complete all tests and exams in Canvas. 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, including the final. Students are responsible for making sure that their computer works with the Respondus Lockdown Browser and Monitor before attempting to take any test or exam. Failure to make sure that you can use the Respondus Lockdown Browser and Monitor may prevent you from completing a test or exam and may have an impact on your grade.

Review the following information sheet for more information about Respondus Lockdown Browser and Monitor:

<https://web.respondus.com/wp-content/uploads/2019/08/RLDB-QuickStartGuide-Instructure-Student.pdf>

Also Please review the video at this link:

<https://youtu.be/XuX8WoeAycs>

Here is a link to the page containing the software you will need.

<https://software.uncg.edu/Available/Respondus-Lockdown-Browser>

If you need assistance with the Respondus Lockdown Browser and Monitor Contact:

Information Technology Services

UNC Greensboro

Location 1400 Spring Garden Street

Greensboro, NC 27403

Mailing Address PO Box 26170,

Greensboro, NC 27402-6170

Telephone 336.334.5000

Technical Support

336.256.TECH (8324)

When taking an online test or exam, refer to the following REQUIREMENTS:

- Make sure the location you are taking the test/exam is free from interruptions.
- No one should be in the same room with you while you are taking any test or exam for BUS/ENT 201 unless you are in a UNCG lab. Do not talk to anyone during the test.
- Do not lay in bed or floor while taking a test or exam.
- Dress for your online test just like you would if you were attending a physical class.
- Turn off all mobile devices, phones, etc. These items should not be in your hands, around your computer screen or computer, or on your desk.
- Clear the area of all materials – books, papers, other devices
- Do not use headphone or earbuds during the test.
- Remain at the location for the entire test or exam
- LockDown Browser will prevent you from exiting the test or exam until all questions are completed and submitted. You will not be able to access other websites or applications during tests or exams.
- 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.
- **All cases of cheating and academic dishonesty will be referred to the UNCG Academic Integrity process.**
- It is the student's responsibility to make sure they have a computer that will work while they are taking tests and exams in this course. You must have a camera in order to complete your tests, exam, and innovation activities.

*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 lectures 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 COMPUTER IS REQUIRED TO TAKE ALL Tests.

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 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 the test or exam day. You may need to visit ITS in Mclver 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

MAC Note: In this course, student learning related to MAC CTI in Social/Behavioral Sciences SLO #1 will be assessed through the Final Exam.

During the final exam students will be asked to apply the concepts in the course but should expect a higher level of integration of the concepts introduced in each module. The final exam is an online exam through Canvas. 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, April 27, 2024.** 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.

EVALUATION AND GRADING:

Letter Grade	Points accumulated
A	≥ 93.0
A-	90.0-92.9
B+	87.0-89.9
B	83.0-86.9
B-	80.0-82.9
C+	77.0-79.9
C	73.0-76.9
C-	70.0-72.9
D	60.0-69.9
F	<60.0

*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.

REQUIRED TEXTS/READINGS/REFERENCES:

There is no textbook for you to purchase; instead, assigned readings are available in Canvas during each course module. You will need \$20 for the course for a movie assignment for Innovation Activity #1.

Assignment Submission and Format:

All assignments in this course are submitted electronically via Canvas by the assignment deadline. No assignments will be accepted either by email or on paper. Assignments must be formatted as requested in the instructions for each assignment.

ACADEMIC INTEGRITY POLICY:

By submitting an assignment, each student is acknowledging their understanding and commitment to the Academic Integrity Policy on all major work for the course. Refer to the following URL:

<https://osrr.uncg.edu/academic-integrity/>.

ACCOMMODATIONS:

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling 336-334-5440 or visiting them in Suite 215, EUC Building.

STARFISH:

UNCG Cares About Your Success! Our university uses Starfish to help signal to you and others on campus when you may need additional support to achieve academic success in your courses. When I observe situations in which you are struggling with assignments or tests, seem disengaged from class, or are even in distress, I will raise a Starfish flag to notify you of my concerns. I may also refer you to your academic advisor or another support resource on campus. Raising flags and connecting you to others at UNCG is important in helping ensure your academic and personal success as a student.

If you receive a notification that I have raised Starfish flags, it is time for you to take action! Flags do not directly affect your grade or carry any punitive consequence, but they are intended to signal that you need to make some changes in how you approach your coursework. Please pay attention to these emails, and take action by seeking assistance and support from others. Some possible next steps are to meet with me (the instructor), schedule an appointment with your academic advisor, or sign up for UNCG tutoring or academic skills.

I may also periodically raise congratulatory Starfish *kudos* when you're doing really well and [referrals](#) to specific UNCG offices when I think you might benefit from connecting with them. Starfish can be accessed by logging into starfish.uncg.edu. Overall, Starfish is a useful and easy way to communicate and connect with me, your other instructors, your academic advisor, and support staff or resources on campus!

Do not attempt to make appointments with Dr James in Starfish. Email me directly for appointments.

Helpful Links

Starfish Site: [Starfish Overview for Students](#)

Direct Link to Student Demo Videos & Instructional Guides: [Starfish How-To Page](#)

Support Contact: starfish@uncg.edu

CONTRA POWER STATEMENT:

!! As your instructor, I am committed to creating a productive and non-discriminatory learning environment of mutual respect. Title IX and UNCG's school policy prohibit gender-based harassment, sexual harassment, and sex discrimination for all members of the University community. Harassment can come in many forms - both direct and indirect - and can occur in subtle or overt ways. Traditionally, harassment is seen from a formal power-over structure. However, harassment can occur without a formal power structure. Contrapower, when a student harasses an instructor or peer, is a type of behavior that can create an intimidating environment in and outside of the classroom. Either form of harassment can include direct or indirect comments, physical intimidation, emails, anonymous notes, and course evaluations. **Both Contrapower and traditional forms of harassment are prohibited and subject to the same kinds of accountability applied to offenses against protected categories, such as race, national origin, religion, sexual orientation, etc.**

If you experience or witness such instances of harassment, please seek out the following resources:

- UNCG Counseling Center (non-reporting agency/confidential): 336.334.5874
- Murphie Chappell, Title IX Coordinator (reporting agent): 336.256.0362 or mechappe@uncg.edu
- University Police (reporting agent): 336.334.4444

For more information on UNCG's policies regarding harassment, visit [UNCG Sexual Harassment Policy](#)

HEALTH AND WELLNESS:

Health and well-being impact learning, access, 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 dependency, crime victimization, feeling down, loss of motivation, or death of a loved one. Seeking support confidentially- Student Health Services (SHS), The Counseling Center, and the Campus Violence Response Center are here to help. **Learn** about the free, confidential mental health and advocacy services available on campus by calling SHS at [336-334-5874](tel:336-334-5874) or visiting us on the web: <https://shs.uncg.edu/> or calling the CVRC at 336-334-9839 or visiting us on the web at cvrc.uncg.edu or in person at 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 SRP@uncg.edu.

Title IX:

UNCG is committed to fostering a safe, productive learning environment. Title IX and our school's policy prohibit discrimination on the basis of sex. Sexual harassment, which includes gender-based harassment, domestic and dating violence, sexual assault, and stalking, is prohibited. We encourage anyone who has experienced sexual harassment to speak with someone and get the support and resources they need. I, because of my role with the University, am not required to share information with the University's Title IX Coordinator. Please be aware that if you share a situation related to interpersonal violence with an Official with Authority, they are required to share that information with the University's Title IX Coordinator. For a list of Officials with Authority, please visit: titleix.uncg.edu/employee-reporting-obligations.

UNCG has confidential staff members trained to support students in navigating campus life, understanding reporting options, accessing health and counseling services, and more. Confidential support services include; Campus Violence Response Center (CVRC) located on the ground floor of Gove Student Health Center

<http://cvrc.uncg.edu> or UNCG’s Medical Clinic, Wellness Center, and Counseling Center located in the Gove Student Health Center <https://shs.uncg.edu/>.

If you wish to report sexual harassment or have questions about school policies and procedures regarding sexual harassment, please contact our school’s Title IX Coordinator, Murphie Chappell at (336) 256-0362 or visit <http://titleix.uncg.edu>.

CLASSROOM CONDUCT:

Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a request to leave class. Please review the [Disruptive Behavior in the Classroom Policy](#) for additional information.

ATTENDANCE POLICY:

In an online course, there is no class to attend, but you are required to participate in the modules, work with your team, attend team meetings as planned, and submit coursework on time. Makeup work will only be provided in cases where students have a medical or legal reason for not completing the module. You will need documentation to support your excuse.

Student-athletes must make prior arrangements in advance for any conflicts with their schedule and due dates for this course.

RELIGIOUS HOLIDAYS:

Please make arrangements with the instructor in advance of any conflict related to a Religious Observance. You must make arrangements 14 days before the stated conflict. For more information on UNCG’s Religious Obligations policy, visit: [UNCG's Religious Obligations Policy](#).

FINAL EXAMINATION:

You are required to complete a final exam at the end of the semester. The final exam will be completed through Canvas and is scheduled for **Saturday, r Saturday, April 27, 2024 until 11:59 pm.**

TOPICAL OUTLINE/CALENDAR:

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 when needed. 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 to the Canvas site for this course. This schedule below will include not only due dates but also required readings for each module.

Module	Topic	Readings/Activities/Tests & Exams
Module 1 January 8 – January 14, 2024	Introduction Creativity In Society	Innovation Activity #1 Due January 14, 2024 @ 11:59pm Syllabus Statement, Course Rules, Course Schedule Due by January 14, 2024, in order to remain in the course.
Module 2 January 15 – January 28, 2024	The Creative Process	Glăveanu, V., & Kaufman, J. (2019). Creativity: A Historical Perspective. In J. Kaufman & R. Sternberg (Eds.), <i>The Cambridge Handbook of Creativity</i> (Cambridge Handbooks in Psychology, pp. 9-26). Cambridge: Cambridge University Press. doi:10.1017/9781316979839.003

		<p>Kaufman, J., & Glăveanu, V. (2019). A Review of Creativity Theories: What Questions Are We Trying to Answer? In J. Kaufman & R. Sternberg (Eds.), <i>The Cambridge Handbook of Creativity</i> (Cambridge Handbooks in Psychology, pp. 27-43). Cambridge: Cambridge University Press. doi:10.1017/9781316979839.004</p> <p>Test #1 window open January 25, 2024, at 11:59 pm – January 28, 2024, at 11:59 pm</p> <p>Innovation Activity # 2 January 28, 2024, by 11:59 pm</p>
<p>Module 3 January 29 – February 11, 2024</p>	<p>Diversity, Teams, and Creativity</p>	<p>Reiter-Palmon, R. (Ed.). (2018). <i>Team creativity and innovation</i>. Oxford University Press. Read chapters titled (1)Team Diversity and Team Creativity (2)Overview of Team Creativity and Innovation</p> <p>Campbell, B. (2019). <i>The Innovator’s Discussion: The Conversational Skills of Entrepreneurial Teams</i> (1st ed.). Routledge. Chapter one https://doi-org.libproxy.uncg.edu/10.4324/9781351017510</p> <p>Test #2 window open February 8, 2024, at 11:59 pm – February 11, 2024, at 11:59 pm</p> <p>Innovation Activity # 3 February 11, 2024 by 11:59 pm</p>
<p>Module 4 February 12, – February 25, 2024</p>	<p>The Innovation Process</p>	<p>User-driven Innovation Nikolaus Franke The Oxford Handbook of Innovation Management Edited by Mark Dodgson, David M. Gann, and Nelson Phillips</p> <p>Test #3 window open February 22, 2024, at 11:59 pm – February 25, 2024, at 11:59 pm</p> <p>Innovation Activity # 4 February 25, 2024, by 11:59 pm</p>
<p>Module 5 February 26 – March 17, 2024</p> <p>Spring Break is from March 2 – March 10, 2024</p>	<p>Opportunity Recognition</p>	<p>Yu-Yu Chang, Ming-Huei Chen, Creative entrepreneurs’ creativity, opportunity recognition, and career success: Is resource availability a double-edged sword? European Management Journal, Volume 38, Issue 5, 2020, Pages 750-762, ISSN 0263-2373, https://doi.org/10.1016/j.emj.2020.03.004.</p> <p>Test #4 window open March 14 at 11:59 pm –March 17, 2024, at 11:59 pm</p> <p>Innovation Activity # 5 March 17, 2024, by 11:59 pm</p>
<p>Module 6 March 18 – March 31, 2024</p>	<p>Testing what you create!</p>	<p>Blank, S. G. (2020). The four steps to the epiphany: successful strategies for products that win (Fifth). John Wiley & Sons. chapter 3</p>

		Test #5 window open March 28, 2024 at 11:59 pm – March 31, 2024 at 11:59 pm Innovation Activity # 6 March 31, 2024 by 11:59 pm
Module 7 April 1 –April 14, 2024	New Venture Creation	Eller, F., & Gielnik, M. (2018). Perspectives on new venture creation. In R. BlackburnD. De Clercq, & J. Heinonen <i>The sage handbook of small business and entrepreneurship</i> (pp. 166-188). SAGE Publications Ltd, https://www.doi-org.libproxy.uncg.edu/10.4135/97814739840 Test #6 window open April 11, 2024, at 11:59 pm – April 14, 2024, at 11:59 pm
Course Conclusion April 15 – April 24, 2024	Completing Activity #7 -	Innovation Activity #7 Due April 24, 2024.

The final exam will be offered on Saturday, April 27, 2024.

No class assignments, including tests, innovation activity, and extra credit, will be accepted after April 24, 2024, except for the Final Exam, due on April 27, 2024.

POLICY ON LATE WORK AND EXTRA CREDIT:

Late work is not accepted in this course except in the cases outlined in the statement on absences and in the case of religious holidays.

Communication includes Announcements in Canvas and individual emails

!!You should be ready to RECEIVE the following types of messages:

1. Announcements: You will receive regular communication via the Announcements in the course Canvas site that are intended for all students regardless of your team. Check these each time you access the course in Canvas to be sure you are up to date with the latest information (these are time-stamped so if you know when you logged in last, you can determine if anything is new).
2. Individual Email from the Instructor: Individual email messages will be sent to your UNCG email account. Please check your UNCG email daily to be sure you are getting your emails (if you are having any technical issues with UNCG email you must get assistance ASAP from TECH Support—contact information under the Faculty & Tech Support link in Canvas; the excuse that your UNCG email was not working is not acceptable).

It may take up to 48 hours to respond to your correspondence.

!!Proper Email Format: Use this format when emailing about a course-related question/concern (if not done properly, I may not open the message and/or respond to your email and your issue may not get resolved in a timely manner):

To: INSTRUCTOR's Email

From: Student Email (Please use your UNCG email address here)

Subject: RCO XXX-XX Student (Type Your name in place of Student)

Dear XX. Instructor's name:

I am Student A (use your full name, first and last) and I wanted to speak to you about an upcoming deadline (or whatever the issue/question/etc.). I will be at my sister's wedding February 12 and would like to request to submit my completed Lab 7 on Monday, February 15, rather than Friday, the 12th. I can answer any additional questions you might have about my trip and send you the appropriate documentation. Please let me know if you would like to meet to discuss my request further.

Thank you.

Student A (Type your name)

TECHNICAL SUPPORT:

Students with technical issues with the course and email should contact 6-TECH for support either by email or phone or chat ([6TECH Help](#)). Please also make your instructor aware of the issue and if there will be any delays in resolving the issue.

Team Assignments:

In this course, we will be using teams to complete a number of assignments. Students are asked to familiarize themselves with the various roles needed for effective group work. You may take on one of the following roles during our team assignments. :

- **Manager or Facilitator:** Manages the group – keeping the team on task, scheduling meetings (if needed), and making sure everyone has an opportunity to participate.
- **Recorder:** Keeps a record of what is being said and completed – records critical findings and points.
- **Spokesperson or Presenter:** Presents ideas on behalf of the group to the rest of the class, using the notes recorded by the recorder.
- **Reflector or Analyst:** Observes dynamics and builds consensus from the group discussion.
- **Fact Checker:** Double-checks the team's findings with course materials and other resources.

Failure to work with your team may result in a reduction of points. Team members must agree to work together to reduce conflict in teams. You will find the names of your team member in our Canvas course under the Group link. Here is a video to help you locate your team members for the course.

ELASTICITY STATEMENT:

It is the intention of the instructor that this syllabus and course calendar will be followed as outlined; however, as the need arises, there may be adjustments to the syllabus and calendar. In such cases, the instructor will notify the students in class and via email with an updated syllabus and calendar within a reasonable timeframe to allow students to adjust as needed.

ADVERSE WEATHER:

In cases of inclement weather that impact this course and course schedule, details can be found:

- In your University email: UNCG sends out Adverse Weather updates.
- In the UNCG Mobile App: You can set it to provide you with alerts.
- Via television announcements: UNCG makes weather announcements available on five local stations (WFMY-2, WGHP-V, WXII-TV, WXLV-TV, and Spectrum News).
- Visit Spartanalert.uncg.edu or the UNCG homepage: UNCG posts up-to-date information on the main University website (uncg.edu) and on the main Spartan Alert page (spartanalert.uncg.edu).

Statement on Artificial Intelligence:

Generally speaking, you are not authorized to use artificial intelligence engines, software, or artwork-generating programs (or similar) to produce work for this class EXCEPT on assignments that the instructor has identified and for which you will have received significant guidance on the appropriate use of such technologies. Your instructor will provide more information about the specific assignment when the time is appropriate in the course. You may not, however, construe this limited use as permission to use these technologies in any other facet of this course. In this course, students will be educated on their role as a Digital Citizens. This means we will discuss the appropriate use of Artificial Intelligence. When AI is prohibited students will be required to follow the academic integrity policy. Those students who use AI on prohibited assignments will be subject to the UNCG Academic Integrity Process. If you are not sure that your use of AI is appropriate please ask your instructor before completing and submitting assignments.

Here are some readings to help you understand AI and Chat GPT:

<https://shorelight.com/student-stories/how-to-ethically-use-chatgpt-and-other-ai-chat-bots-for-assignments/>

<https://www.forbes.com/sites/michaelnietzel/2023/03/20/more-than-half-of-college-students-believe-using-chatgpt-to-complete-assignments-is-cheating/?sh=2012876318f9>

