

Pre-requisites: None

Lecturer: Mr. Keith J. Hamm
Office: **TBD**
E-mail: kjhamm@uncg.edu (most efficient means of contact)
Office Hours: 3:30pm -4:30pm Monday **Zoom**
By appointment on Microsoft Teams or Conference Call
Course Access: <https://canvas.uncg.edu/>
Communication: Send All Questions via Email Only

Pronouns: he/him

**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. Let us venture to honor them with our work together.

CLASS MEETINGS: ONLINE

REQUIRED MATERIALS

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

EQUIPMENT: A computer/ internet-enabled accessible device, speaker/audio (optional webcam) to complete tests and exams and upload assignments.

CANVAS: All course materials and content are in the Canvas learning platform. You are expected to be familiar with navigating Canvas. You are responsible for accessing and monitoring Canvas consistently.

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 MA CritThink Soc and BehavSci marker.

MAC COMPETENCY – 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.

These class assignments will help meet the above MAC SLO #1 (Critically analyze claims, arguments, artifacts, or information.): Tests and Exams

These class assignments will help meet the above MAC SLO #2 (Construct coherent, evidence-based arguments): Innovation Activities

STUDENT LEARNING OBJECTIVES

SLO #1 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

- 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.

To effectively engage in the foundational steps of entrepreneurship activities the course will be taught with the following orientation: Creativity -> Innovation -> Vision

COURSE DESIGN

Class sessions will include a combination of lectures, discussions, guest speakers, tests and innovation activities. The class sessions will be based on content from the readings that will be posted on Canvas or distributed via email. **There will be tests for each module, beginning with module 2.**

COMMUNICATION

All communications will be sent through Canvas. Communications sent to all registered students will address: "Class." In your communications to me, you may address me as Professor Hamm or Mr. Hamm.

Email communications: I will respond to emails in a timely manner – usually within 48 hours Monday-Thursday. Emails received Friday-Sunday will receive a response the following Monday. All email communications to you will be to your email address associated with your name in Canvas, so be sure to check that account often.

WEEKLY CLASS MEETING

Regular class attendance is a responsibility and a privilege of university education. It is fundamental to the orderly acquisition of knowledge. Students should recognize the advantages of regular class attendance, accept it as a personal responsibility, and apprise themselves of the consequences of poor attendance. You are required to attend every class during the semester. Failure to attend a class without an excused absence will result in the inability to make up work. **No late work will be accepted in the course. Students should make arrangements with their employer and plan for other university activities, so they do not miss participating in course activities.**

EVALUATION AND GRADES

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.**

****Note:** All submitted work may be randomly checked for plagiarism. To avoid discrepancies, be sure to cite appropriately works of others that you are referencing. For details on what constitutes plagiarism, please visit <http://academicintegrity.uncg.edu/>

Grades are comprised of following components:

COMPONENTS	Weight
Tests	40 %
Test #1 25 Questions 100 points	
Test #2 25 Questions 100 points	
Test # 3 25 Question 100 points	
Test # 4 25 Questions 100 points	
Test # 5 25 Questions 100 points	
Test # 6 25 Questions 100 points	
Innovation Activities	40%
Innovation Activity 1-6 100 points each	
Innovation Activity 7 (Failure Resume) 100 points	
Discussion Board	5%
Final Exam	15%
Final Exam 50 Questions 100 points	

Grading Scale

A	93-100%	B	83-86%	C	73-76%	D	60-66%
A-	90-92%	B-	80-82%	C-	70-72%	F	Below 60%
B+	87-89%	C+	77-79%	D+	67-69%		

Grades are non-negotiable and final grades can only be changed to correct calculation or input errors on my part. If you have any questions as to the validity of a grade this must be brought to my attention **within three days of the date the grade is posted/received.**

- 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.

EXTRA CREDIT

There are no opportunities for individual extra credit

INNOVATION ACTIVITIES (7 ACTIVITIES 100 POINTS EACH. 40% OF FINAL GRADE)

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 40% 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.

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***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.

TESTS/EXAMS

A COMPUTER IS REQUIRED TO TAKE ALL EXAMS.

Test (6 Individual test): 100 points each. 40% of total grade

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

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

A test is given for each of the modules beginning with Module 2 in the course. The tests will be made available on Canvas.

Also, exam dates are fixed (Not subject to change for individuals) and you need to be sure that you are available during exam dates which are **Sunday, February 1st & 15th, March 1st and 22nd and**

April 5th and 19th 9a.m.-6:00pm, Sunday, (YOU MUST ENTER THE EXAM BY 4:00 PM). If you are not available during these dates, please drop the class.

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/ENT201 unless you are in a UNCG lab. Do not talk to anyone during the test.

- Do not lay in bed 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.
- Clear the area of all materials – books, papers, other devices
- 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 40 percent of your course grade. Students are responsible for reviewing all course materials identified as a part of each module. Tests may consist of any combination of multiple-choice, true/false, and short essays. 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.

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 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

Final Exam: 100 points (20% of grade)

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 percent of your final grade. **The final exam will be offered on Saturday, May 2, 2026.** 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.

Technical Difficulties

Technical problems are not acceptable reasons for missing an exam or completing an individual or team assignment. If you experience technical difficulties, contact 6-TECH Service Center at techsc@uncg.edu or call **336. 256.TECH (8324)**. Be sure to report it to me **immediately** with accompanying evidence (e.g., a screenshot).

Any technical problems reported after the expiration of the deadline will not be considered and are not valid excuses for not completing an assignment.

Missed Tests

****No makeup test will be given without prior notification in writing of dire or unavoidable circumstances (**being sleep deprived or unprepared, or travel for holiday or break is not dire or unavoidable**). A day and time will be arranged for you to complete the test. The specified time may be before or after the test date. **Verifiable documentation substantiating your circumstance IS required.**

CRITICAL NOTE: No special arrangements will be made for any student to take tests earlier or later than the scheduled date, to accommodate travel for any holiday including spring break, Easter, vacations, family gatherings, etc. Please plan accordingly.

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

CONDUCT AND ACCOMMODATIONS

Special Accommodations: Students with disabilities may be eligible for accommodations in this course. Students registered with OARS (Office of Accessibility, Resources and Service) can receive accommodations

Academic Integrity: Students are expected to recognize their responsibility to uphold the Academic Integrity Policies of UNCG. Failure to do so will result in Academic Integrity Sanctions as stipulated by the university. You are encouraged to review these policies at <https://drive.google.com/file/d/0B0rFGGhJybDHUEXSZmFFaWFmb00/view>

Honor Code & Pledge: Students are expected to know and abide by the UNCG Honor Code in all matters pertaining to this course. Violations of the Code will be pursued in accordance with set code. All written work submitted is subject to “plagiarism check.” Violations include using oral or written materials previously prepared by former students in this or other business classes. Cheating is dishonorable, and the repercussions are severe and final. (<https://osrr.uncg.edu/academic-integrity/the-pledge/>)

Classroom Conduct: We subscribe to the UNCG professional standards. This includes, but is not limited to, using respectful comments and humor, employing appropriate manners and decorum, refraining from distracting or disrespectful activities. Equally, disruptive behavior will not be tolerated. Disruptive behavior includes “1) is threatening, or 2) substantially impedes” the successful conduct of class meetings and activities. Refer to the following for more details on

school policies, procedures, ethics and conduct: <https://osrr.uncg.edu/faculty/disruptive-behavior/>

NOTE: ALL DISCUSSION QUESTIONS ARE DUE ON THURSDAY AT 11:59 PM TO ANSWER THE PROMPT OF EACH WEEK TO ALLOW TIME FOR YOUR CLASSMATES TO RESPOND TO THE POSTS BY SUNDAY AT 11:59 PM. YOU MUST RESPOND TO AT LEAST TWO CLASSMATES FOR AT TOTAL OF THREE RESPONSES BY SUNDAY 11:59PM. ALL ASSIGNMENTS ARE DUE SUNDAY AT 11:59 PM OF EACH WEEK UNLESS OTHERWISE NOTED ON THE SYLLABUS.

ALL EXAMS ARE SUNDAY 9AM-6:00 PM WITH ENTRY NO LATER THAN 4:00 PM. NO EXTENSIONS OR CHANGES WITHOUT A WRITTEN MEDICAL EXCUSE AND PRIOR ARRANGEMENT. DO YOUR WORK INDIVIDUALLY.

SHARING ANSWERS IS CONSIDERED A VIOLATION OF THE ACADEMIC INTEGRITY POLICY. THIS INCLUDES DISCUSSION ANSWERS.

[Syllabus is subject to change](#)

Course Schedule (*subject to change)

Date	Topics	Readings	Assignments Due
PART 1 Creativity			
Module 1 January 12- January 18, 2026	Introduction Creativity In Society	Book: – The Cambridge Handbook of Creativity Part 4 Chapter 31 Creative Genius Simonton, D. (2019). Creative Genius. In J. Kaufman & R. Sternberg (Eds.), <i>The Cambridge Handbook of Creativity</i> (Cambridge Handbooks in Psychology, pp. 655-676). Cambridge: Cambridge University Press. doi:10.1017/9781316979839.033	Innovation Activity #1 Due Jan 22, 2026, by 11:59pm
Module 2 January 19- February 1, 2026	Understanding Creativity	Book: Neuroscience of Creativity – Chapter 1 <i>Abraham, A. The Neuroscience of Creativity; Cambridge Fundamentals of Neuroscience in Psychology; Cambridge University Press: Cambridge, 2019.</i> https://doi-org.libproxy.uncg.edu/10.1017/9781316816981 Book: The Cambridge Handbook of Creativity - a Review of Creative Theories Chapter 2 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	<ul style="list-style-type: none"> Team Selection: Innovation teams Jan 19, 2026 Test #1 (information discussed in Module 1&2). Due February 1, 2026, by 6pm Innovation Activity #2 Due February 1, 2026, by 11:59pm
Module 3 February 2 - February 15, 2026	Individual and Team Creativity	Book: Collaborative intelligence: the new way to bring out the genius, fun, and productivity in any team Chapter 2 & 4 <i>Suarez-Battan, M.; Kalbach, J. Collaborative Intelligence : The New Way to Bring Out the Genius, Fun, and Productivity in Any Team; Wiley, 2023.</i> Book: Creative Success in Teams Chapter 5 (Diversity Promotes Creativity in Teams)	Test #2 (information discussed in module 3). Due February 15, 2026, by 6pm Innovation Activity #3 Due February 15, 2026, by 11:59pm

		<p>https://uncg.on.worldcat.org/oclc/1195494765</p> <p><i>Creative Success in Teams; McKay, A. S., Reiter-Palmon, R., Kaufman, J. C., Eds.; Explorations in Creativity Research; Academic Press: London, United Kingdom, 2021.</i></p>	
PART 2 Innovation			
<p>Module 4 February 16 – March 1, 2026</p>	Leading Innovation	<p>Book: Fostering Innovation Chapter 1 & 5</p> <p>Artzberger, B. Fostering Innovation: How to Develop Innovation As a Core Competency and Connect the Principles of Lean in Your Organization; Productivity Press, 2023.</p> <p>Design Thinking YouTube Video: https://www.youtube.com/watch?v=GeUXQ_L-35M</p>	<p>Test #3 (information discussed in module 4). Due March 1, 2026, by 6pm Innovation Activity #4 Due March 1, 2026, by 11:59pm</p>
<p>Module 5 March 2- March 22, 2026</p> <p>Spring Break Mar 7-16</p>	Global and Entrepreneurial Innovation	<p>Book: Global Entrepreneurship: Environment and Strategy <i>Chapter 2</i></p> <p><i>Kshetri, N. Global Entrepreneurship: Environment and Strategy, Second.; Routledge, Taylor & Francis Group: New York, 2019.</i></p>	<p>Test #4 (information discussed in module 5). Due March 22, 2026, by 6pm</p> <p>Innovation Activity #5 Due March 22, 2026, by 11:59pm</p>
PART 3 Vision			
<p>Module 6 March 23-April 5, 2026</p>	Visions of an Entrepreneur	Hamm Talk. Conversations about Entrepreneurship	<p>Test #5 (information discussed in module 6). Due April 5, 2026 by 6pm</p> <p>Innovation Activity #6 Due April 5, 2026 by 11:59pm</p>
<p>Module 7</p>	Embracing Failure	<p>Book: Fail More: embrace, learn, and adapt to failure as a way to success Chapter 3&6</p>	<p>Test # 6 (information discussed in module 7) Due April 19, 2026, by 6pm</p>

April 8- April 19, 2026		<i>Wooditch, B. Fail More : Embrace, Learn, and Adapt to Failure As a Way to Success; McGraw-Hill Education: New York, 2019.</i>	
April 22 - April 29, 2026	Failure Resume	Failure Resume Presentation	Innovation Activity #7
Exam	Final Exam	Cumulative	May 2, 2026