



## **WPC 394: Creativity and Innovation**

SLN 20522, Spring 2011

Friday, 12:55-3:00 pm, and online/team component

BAC 323

Course email address: [asuwpc394@gmail.com](mailto:asuwpc394@gmail.com)

### **Instructors:**

Sidnee Peck

Program Manager and Lecturer, Entrepreneurship Initiatives, W. P. Carey School of Business

Office Hours: Monday 1:00 – 2:00 and by appointment

Office: BA 352L

Email: [skpeck@asu.edu](mailto:skpeck@asu.edu)

Phone: 480-965-1184

Lauren Reid

Management Intern, Entrepreneurship Initiatives, W. P. Carey School of Business

Office Hours: Monday and Wednesday (both online) 3:30pm-4:30pm and by appointment

Office: BA 352L

Email: [LNReid1@asu.edu](mailto:LNReid1@asu.edu)

### **Description:**

This course introduces the key concepts, visual models, and techniques of creativity and innovation. Students will be exposed to the processes related to developing creative skills and habits with a significant emphasis on problem solving. The course will also demonstrate how to apply these new skills, personally and in team situations in order to innovate and capitalize on market opportunities. Students are introduced to concepts of creativity and innovation as they apply to: individuals and teams (for expression and problem solving), organizations (for-profit and not-for-profit), and disciplines (design, engineering, arts, business, etc.).

### **Required Texts:**

- [Ignore Everybody and 39 Other Keys to Creativity](#), MacLeod
- [Unfolding the Napkin](#), Roam
- Additional readings posted to the course Blackboard





**The course is built around several themes:**

Success in business or civic engagement is a function of leadership. Great ideas that change how people behave cannot exist solely in the mind of the originator. Ideas have consequences only if they are tested in the crucible of organizations, the market and public opinion. That process of testing ideas requires leadership on the part of the originator or another agent.

There is not a single avenue to leadership or entrepreneurship. Entrepreneurs and leaders have diverse backgrounds, different skills, and dissimilar motives for and understandings of what they achieved and how it was accomplished. Accordingly, the discussion in this course will commonly span several functional areas, and may require the synthesis of information from economics, organizational behavior, finance, and human resource management.

Your development as an entrepreneur or leader can be accelerated by exposure to successful leaders and practices. The objective of this course is to have you begin asking, at an early point in your career, how you can achieve success in whatever field you might choose.

Finally, this class is subject to continuous improvement in real time, just like any business enterprise.

Accordingly, things may not always work as expected and the schedule is subject to change; students are encouraged to provide constructive feedback when things don't go just right and do their best to be agile and resourceful. I will attempt to minimize problems, but small glitches are a reasonable price to pay for innovation.

**Expectations:**

Students must be punctual and come to class prepared to participate and discuss the readings assigned. Because we only meet in person once per week, it is important that you attend and participate fully in each session. Before coming to class, please turn your cell phone off or put it on silent. You are expected to keep up with all assigned readings and participate in the online components of the course. It is appropriate to discuss the readings with others before coming to class, but all individual written work (excluding team assignments) must be performed and completed independently. One absence may be excused without a penalty on attendance points. If the absence is excused on our behalf with proper documentation, we can discuss making up any missed assignments from that day. **The second and subsequent absences will result in a deduction of full attendance points plus in class activities for each day missed.** Experience has shown that repeated absences, regardless of reason, directly influence student success in the course.

**Academic Dishonesty:**



All work submitted for this course must be original work and must not have been previously submitted for any other course. Any assignments submitted may be screened through plagiarism detection software. Please ask if you have any questions about your assignments. The University policy for academic dishonesty is found in the Student Code of Conduct at the following website: <http://asu.edu/aad/manuals/usi/usi104-01.html> and more specifically at [http://www.abor.asu.edu/1\\_the\\_regents/policymanual/chap5/5Section\\_C.pdf](http://www.abor.asu.edu/1_the_regents/policymanual/chap5/5Section_C.pdf). Plagiarism, cheating, and other instances of academic dishonesty may result in disciplinary action.

### Grading and Assignments:

#### 30% Projects

5% *StoryTelling*

5% *Week 1 Theme Project – details to be announced*

10% *Pitches – you will be required to give two pitches throughout the semester regarding a problem that you solved with an innovative idea. One pitch will be in class (60 seconds), one pitch will be videotaped and posted on YouTube.*

10% *Final Project*

#### 25% Participation and Attendance

20% *Class attendance and activity level based on in-class discussions, impromptu presentations, and in-class activities*

5% *Peer Evaluation*

#### 15% Individual Learning Journal

*Your personal class journal that must be kept as a hard-copy notebook and **turned in** to the instructors during class time **each week**. You should write whatever you want in this journal, but also **be sure** to answer the reflection questions assigned in class and in the online modules.*

#### 15% Team Discussion and Research



10% *By the 1<sup>st</sup> and 15<sup>th</sup> of each month (starting February 1<sup>st</sup>) you will be required to identify an interesting entrepreneur or innovation and post it to the discussion board with comments on why you find he/she/it interesting and creative. Sources may include: TED.com, Springwise.com, Inc.com, fastcompany.com, and any others you find helpful. You may be called on in class to share your discoveries and opinions with the class.*

5% *Once a month you are required to comment on another classmate's posting (3 total). You must choose a different classmate each time and give a valid comment that offers opinion and insight or further research.*

#### 10% Pop Quizzes and Online Quizzes

*In-class or online pop quizzes on readings and class lectures will be given to ensure you are keeping up with the reading.*

#### Grading Scale:

The instructor reserves the right to modify grades on team assignments based on peer evaluation feedback.

| Grade | Points out of 1000 |
|-------|--------------------|
| A     | $950 \leq x$       |
| A-    | $900 \leq x < 950$ |
| B+    | $870 \leq x < 900$ |
| B     | $840 \leq x < 870$ |
| B-    | $800 \leq x < 840$ |
| C+    | $770 \leq x < 800$ |
| C     | $700 \leq x < 770$ |
| D     | $600 \leq x < 700$ |
| E     | $x < 600$          |

#### Accommodations:

If you need accommodations due to a disability or if you need to communicate medical information in the event of an emergency, please make an appointment with Jason within the first two weeks of class.



If you have questions about anything written in this syllabus, concerns about this course, or other information you want our team to know, please make an appointment to see Lauren or Sidnee during the first two weeks of class.

## **IMPORTANT INFORMATION**

After reading the syllabus, please complete the intro post on the discussion board.