

**UNIVERSITY OF SOUTHERN INDIANA
COLLEGE OF BUSINESS**

SYLLABUS

College of Business Vision and Mission Statements

Our vision is to provide a premier learning experience in business that emphasizes an entrepreneurial mindset which involves innovative thought and openness to new ideas.

Our mission is to place the student at the center of our school's educational activities, both inside and outside the classroom. We are committed to offering a value-driven business education that provides personalized attention, enhances lifelong learning, values creativity and innovation, ensures an interactive learning experience, and nurtures social responsibility and integrity.

Title	MNGT 352, Entrepreneurial Ideation and Innovation		
Time	3:00 - 4:15 PM T,R Spring 2011	Classroom	BE 3029 & Entrepreneurship Lab
Credit	3 hours	Office hours	By appointment
Coach	Bryan Bourdeau, MBA, Entrepreneur	Contact Information	Bourdeau: BE 2088, 461-5247 Celuch: BE 3010, 461-5297 Email: bbourdeau@usi.edu kceluch@usi.edu
Coach	Kevin Celuch, Ph.D., Blair Chair of Business Science		

COURSE DESCRIPTION

This course is focused on ideation/innovation – immersion into entrepreneurial mindset development; innovative thought, openness to new ideas, opportunity recognition, collaboration, and team coaching. The entrepreneurial mindset is not just about being an entrepreneur...it's about possessing unique thought processes and the actions of complete ownership of whatever you are involved in...it's also about effectively and efficiently communicating your ideas. This course will offer immersion activities that will allow the student to develop self-awareness, self-efficacy, and better understanding of their self-identity as they actively engage in creative problem solving.

This course is team taught with two coaches that provides a unique 360 degree perspective of entrepreneurial mindset development. This course is designed to provide the student with some foundational ideation/innovation concepts as well as engaging the student in reality-based ideation. The objective is for the student to develop their awareness and abilities in understanding the role ideation/innovation plays in today's value creation process.

COB SKILL DEVELOPMENT

- 1) This course is designed to actively engage you in critical thinking. The objective is for you to develop your critical thinking awareness and ability in the context of understanding the role ideation and innovation plays in value creation.

COURSE ASSUMPTIONS

1. The work environment will change drastically in this new millennium.
2. Students must be prepared to compete effectively in the new economy.
3. You are not here to do what you already know how to do.
4. The enemy of learning is within.
5. Learning stops at the limit of your thinking.
6. Intention affects learning.
7. When intention is well developed there is always enough time.
8. A good thinker never approaches listening casually.
9. Questions and connections drive higher-order learning.
10. In a successful value network, every participant contributes and receives value.

MAIL

Please make sure your e-mail folder is not full. Students have sent me Urgent e-mails, and did not receive my reply because their e-mail mailbox is overloaded.

MEDIA REQUIREMENTS

1. A computer with the minimum of a 56K modem running Windows 95 or higher.
2. A CD-ROM and sound card.
3. Access to the Internet and an e-mail address.
4. Ability to produce documents using Microsoft Word.
5. Ability to watch Microsoft PowerPoint presentations. (Free PowerPoint viewer download is available at <http://www.microsoft.com/downloads/details.aspx>)

RESPONSIBILITIES OF EACH STUDENT

1. Read, understand and follow the syllabus, assignments, and course calendar in a timely manner.
2. Class attendance. If you do not show up, you do not learn. If you do not show up to work, you get fired. It is your responsibility.
3. Immediate communication with the class coaches about any problem or concern regarding the course or the student's participation in it. Most e-mail will be responded to in less than 24 hours during the week days.
4. Complete and correctly submit required assignments no later than the established deadlines listed in the syllabus and posted scorecard. Excuses for missing deadlines will not be tolerated.
5. Check Blackboard course site often for important course information and updates.
6. Maintain and follow the university's policy concerning academic integrity. Any student involved in academic dishonesty will receive a failing grade in the course. USI policies and regulations governing the conduct of students and the procedures for handling violations of these policies and regulations apply to all students. More detailed information about these policies can be found in the Student Rights and Responsibilities section of the USI Bulletin and are on file in the Dean of Student's Office.

- a. Plagiarism-as defined in the University Bulletin is the intentional reproduction of another person's ideas, words, or statements without acknowledgment. Students must give credit when using the works of others and are expected to properly reference the use of: 1) direct quotes; 2) another person's ideas or opinions; or 3) any borrowed statistics, facts, or other materials. Failure to properly give credit to others' work is a form of academic dishonesty (University Bulletin, Student Rights and Responsibilities).
- b. Academic Dishonesty-academic honesty is an expected behavior of all students. Academic dishonesty may include, but is not limited to, cheating, plagiarism, fabrication, and knowingly assisting others in an act of academic dishonesty. Students who engage in academic dishonesty in any form, even as a first offense, place themselves in jeopardy of receiving a failing grade for the assignment or course, as well as dismissal from the Business program and University.

EXCUSED ABSENCES

Absence due to illness without a doctor's excuse is NOT considered an excused absence. Students who experience a death in the family of an immediate relative such as a parent, grandparent or sibling will be excused with relevant documentation. Any other reasons for absence are considered unexcused. Those students who have an excused absence should email coaches explaining the absence and bring documentation to the next class.

METHOD OF EVALUATION

Based on constant coaching feedback of **student performance** and **the accountability of students to put forth a high-quality effort of self and high-quality assignment outcomes**, students will either receive an A or an F for the semester.

Grading Scale

High Quality Work = A

Less Than High Quality Work = F

ENTREPRENEURIAL ASSIGNMENTS

Handing in late work will not be tolerated in this course. One missed assignment on due date = one X. Next missed assignment on due date = X. **Two X's in the course and you will be dismissed from the course, period.**

LEARNING

You know, learning is a funny thing, because it has two sides. The first is the "light" side. A student by the end of a semester will realize, hey, I can really understand, interpret and even solve some business problems, all by myself, cool. But then, there is the "dark" side. A student waits until the last second to get their project printed, something unexpected happens, and the project is turned in late. Yea, that's learning too. But in the latter case, you receive an X. So, please understand, our intention is to have 100% of you learn only the "light" side. **But, please be advised, we will not back down, if you choose to learn the "dark" side. This side is still learning.**

Understand, that decisions made today and being responsible tomorrow are related.

“Life Moves Pretty Fast, If You Don’t Stop and Look Around Once in Awhile, You Could Miss It.” *Ferris B.*

OFF MEANS OFF, HERE MEANS REALLY HERE!

Please have your cell phones OFF. Please no texting or other distracting (to you or others) electronic assisted behavior during class (i.e. iPods, laptop surfing, etc.).

Day and Date	Entrepreneurial Engagement (In Class)
Tuesday, January 11	MNGT 352 introduction, orientation, big picture - need journal by next class: January 13
Thursday, January 13	Basadur pre-assessment; assign "A Brand Called You" pre-pitch criteria/pitch date; journal entry
Tuesday, January 18	entrepreneurial immersion activity #1 - live pitch criteria delivered
Thursday, January 20	entrepreneurial immersion activity #1 in-class coaching
Tuesday, January 25	entrepreneurial immersion activity #1 in-class live pitch
Thursday, January 27	entrepreneurial immersion activity #1 in-class live pitch feedback; assign metaphor exercise; "A Brand Called You Coaching"
Tuesday, February 1	"A Brand Called You" live pitch
Thursday, February 3	metaphor pitches; begin entrepreneurial mindset discussion; "A Brand Called You" (provide feedback); journal entry
Tuesday, February 8	entrepreneurial mindset discussion; journal entry
Thursday, February 10	critical thinking system discussion; journal entry
Tuesday, February 15	critical thinking system discussion; journal entry
Thursday, February 17	transition to e-lab; journal entry
Tuesday, February 22	Simplex Creativity Profiles™; two immersion projects posted on Blackboard; journal entry
Thursday, February 24	break into Simplex teams and discuss immersion project (Josh Mischler, in-class for consulting hours Q&A); assign pitch criteria; journal entry
Tuesday, March 1	ideation coaching for immersion project - assumption reversal; mapping; fact finding; etc.; journal entry
Thursday, March 3	ideation coaching for immersion projects - assumption reversal; mapping; fact finding; etc.
Tuesday, March 8	SPRING BREAK – NO CLASS
Thursday, March 10	SPRING BREAK – NO CLASS
Tuesday, March 15	ideation coaching for immersion project - assumption reversal; mapping; fact finding; etc
Thursday, March 17	ideation coaching for immersion project - assumption reversal; group switch; mapping;etc
Tuesday, March 22	immersion project Convergence

Thursday, March 24	immersion project live pitch for Coach B and Coach K
Tuesday, March 29	immersion project feedback
Thursday, March 31	immersion project live pitch for Coach B and Coach K
Tuesday, April 5	immersion projects final live pitch for Crane – Josh Mischler
Thursday, April 7	where do we go from here; assign Mega-Trends immersion
Tuesday, April 12	Mega-Trend ideation work period; coaching
Thursday, April 14	Mega-Trend ideation work period; coaching
Tuesday, April 19	ASSESSMENT DAY – NO CLASS
Thursday, April 21	Mega-Trend intersectional ideas due
Tuesday, April 26	Mega-Trend live pitch; journal entry
Thursday, April 28	Mega-trend live pitch evaluation/feedback
Thursday, May 5	"A Brand Called You"; post assessments; course evaluations

MISSPELLED

Some common misspelled words you should spell correctly in your written work: questionnaire; convenient; personal; personnel; your; you're; **Bourdeau, Celuch**. Grammatical errors are not tolerated in the business world and they are not tolerated in this class. If you need help with your grammar and the English language, there are resources available at USI to assist you. JUST ASK! And ye shall receive.

The Writers' Room (ED 1102) has peer writing consultants available to help all USI students with any writing project for any class. In the one-to-one sessions, consultants help students become aware of effective writing processes and strategies while providing feedback at any stage of the writing process. Some areas a student might focus on during a session include brainstorming, revising, writing a thesis statement, organizing ideas, citing, or using language effectively and correctly. Appointments and more information about our free services are available by calling 461-5359.

TEAMS

Teams will either be selected by the coaches or students. Generally, each team will consist of 3 students. Members of a team may terminate a member who is not contributing to the team effort. If it is determined that a team member is not pulling his/her fair share of the work the members of the team should meet with the noncontributing member and explain their complaint and seek to resolve the problem. If this attempt at reconciliation does not result in a workable solution, the members of the team should submit a letter of termination to the coaches. The letter of termination should contain the following items: name of team member to be terminated, a statement stating that the team has met with the noncontributing member, discussed the matter and were unable to reconcile the problem, state the reasons why the member should be terminated, and the signatures of team members endorsing the termination. At this point the person will be terminated from the team. The individual who has been terminated will then become solely responsible for any team activities for remainder of semester.

SUCCESS

Just because you want to be successful, doesn't mean it is going to happen. However, if you are attentive enough and a tenacious worker, plus you are diligent, have a plan, confident but not overconfident, network well with people, and are courteous, then, you are going in the right direction. Tom Hanks in the movie, *A League of Their Own*, tells one of his players, "There's no crying in Baseball." Well, there is to be no crying in the coaches' office. Work hard **BEFORE** assignments are due to earn a good score.

"You can observe a lot just by watching."

"You got to be very careful if you don't know where you are going because you might not get there." *L.P. Berra, HOF, 10 WS Rings*

YOU

You are responsible for your actions, NOT others! Your grade is determined by the quality and quantity of your own effort and abilities. Faculty does not give grades. Students are the architects of their own grades.

DISABILITY STATEMENT

AMERICANS WITH DISABILITIES ACT COMPLIANCE

If you have a disability, you are encouraged to register for disability support services in the Counseling Center. If you require an accommodation, please advise the coaches by the end of the first week of class. You may be required to provide written documentation to support these accommodations. The coaches will work with you to provide reasonable accommodations to ensure that you have a fair opportunity to perform and participate in class.

SYLLABUS

The coaches for this course reserve the right to alter this syllabus at anytime during the semester to better serve this class and the students attending this class.

The scorecard utilized for this course is NOT part of your permanent educational record and will NOT include final grades. As such, the scorecard will be regularly updated and posted both on Blackboard and in class. The scorecard is a self and group accountability instrument that is an integral part of the learning philosophy of this course.

Print Name: _____ Sign Name: _____ Date: _____

Feedback Scale:

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