



**The University of Texas at El Paso
College of Business Administration
Syllabus
MGMT 3310 Creativity and Innovation (CRN 17444)
Fall Semester 2014**

Instructor: Dr. Santiago Ibarreche

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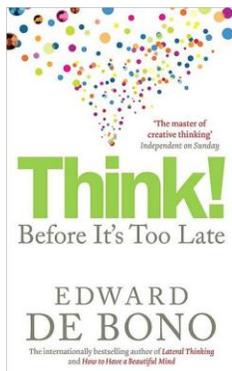
Office Hours: Monday and Wednesday from 9:00 a. m. to 10:25 a. m. and from 12:00 noon to 12:30 p. m.

Objective of this course:

This class has a simple yet powerful objective; develop creative thinking in the areas of business and develop skills for the implementation of the product of creativity and innovation. Students at the end of the semester will be able to understand main objectives of creative processes; conduct creativity and innovation workshops; harvest, classify, and create paths for implementation of ideas. They will also explore creative paths to solve problems in their environments and present results to potential users of ideas.

Books and Materials:

There will be two texts used during this course:

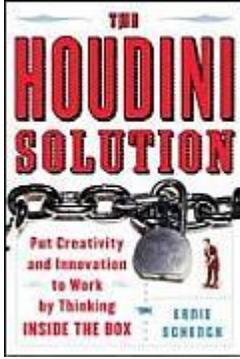


Think! Before It's Too Late (EB)

Author: Edward De Bono

ISBN-13: 9780091924096

Pub Date: 2010



The Houdini Solution: Put Creativity and Innovation to Work by Thinking Inside the Box (ES)

Author: **Ernie Schenck**

ISBN13: 9780071462044

ISBN10: 007146204x

Pub Date: 2006

And

There will also be readings posted in the Instructor's page (<http://faculty.utep.edu/sibarr>) about specific topics.

Process:

There will be a total of twenty eight sessions which activities are detailed in the course content section of this syllabus. These meetings will take place twice a week on Mondays and Wednesdays from 7:30 a. m. to 8:50 a. m. There will be a section in the class page to communicate announcements and changes, if any, to the schedule. **Read these announcements every class to follow the pace of the course.**

This is a university class therefore I expect students to be professionals and have the appropriate behavior during class. I also expect students to have done the assignments before coming to class.

At the end of the course there will be student project presentations. These projects will be real problems that students detect and consider that could be helped or solved using the tools and techniques studied in this class. Teams will be between 3 and 5 students and is highly recommended to find as much diversity as possible within the membership of the team. During the oral presentation, each member should participate and the group grade will be based on the quality of the presentation and the coordination of the team.

Evaluation:

This course will be evaluated on a 100 point scale. The final letter grade for the course will be determined as follows: 90 points to 100 points corresponds to an "A"; 80 points to 89.99 points

corresponds to a "B"; 70 points to 79.99 points corresponds to a "C"; and less than 70 points corresponds to a grade of "F."

Following is a table with points assigned to each activity:

Activity	Percentage
Individual Assignments (Summaries)	35
Individual Participation	10
Group Case (Presentation)	20
Group Cases (Report)	25
Group Members Assigned Grade	10
Total	100

Each group member will assign a grade for participation in the team project to the other members of the team.

Academic Dishonesty

The following are the standards for Academic Dishonesty at UTEP:

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students and on the home page of The Dean of Students at [Student Affairs](#), may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal among others.

Students with Disabilities

As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, if a student needs an accommodation then the Office of Disabled Student Services located at UTEP need to be contacted. If you have a condition, which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of the Disabled Student Services. You may call 915-747-5148 for general information about the American with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability.

Guidelines and Recommendations:

1. Be prepared for class discussion. Participate actively in the class and bring your own experiences.
2. If for any reason you will not be able to attend class, inform the instructor.

3. Teams will be formed in session three and try to find team members with different backgrounds than yours using the rules mentioned in the process section of this syllabus.
4. All assignments should be sent via e-mail to the instructor to sibarr@utep.edu with the following format:
 - a. In the Subject line of the Mail put MGMT3310 (no spaces or quotation marks please!)
 - b. Include assignments as attachments using the following nomenclature for the file name:
 - i. In weekly chapter cases name the file starting with CH## where ## is the chapter number (always use two digits) then your Last Name, then a period, and then your First Initial. For example if I was the one sending the attachment for Summary of Chapter 1 the file name would be CH01Ibarreche.S.docx. You can use word or pdf formats.
 - ii. In the final report use the same system but start with the letters TM and the team number. You will have to name among the members of each team a person responsible for doing this. Assuming I was a member of team 1 the attachment name would be TM01Ibarreche.S.docx. select one member of the team to be the person responsible for sending the report.
 - c. If you want to send other communications or comments start the subject line with MGMT3310 and then put your subject.
5. The subject of the projects that can be used in this class are varied and you are encourage to find issues at your workplace or general activities that could be improved with Creativity and/or Innovation tools and use them as the basis for developing the projects. Be sure to have a release form (ask the instructor) if you are using private information.
6. Have fun and Learn!

Content and Activities:

Date	Topic	Assignments
08/25/14	Introduction to Creativity and Innovation	No Assignment
08/27/14	Why do we need creativity - Basic Concepts of creativity	Introduction. Chapter 1 (EB) until "The Logic of Creativity"
09/01/14	Labor Day – No Class	
09/03/14	The Logic of Creativity Patterns, Humor and Creativity The Random Word Tool	Rest of Chapter 1 (EB)

Date	Topic	Assignments
09/08/14	Formal Tools of Lateral Thinking (First part) Challenge, Focus, Concepts	Chapter 2 (EB) until "Provocation"
09/10/14	Formal Tools of Lateral Thinking (Second Part) Provocation Movement	Rest of Chapter 2 (EB)
09/15/14	Judgment not Design	Chapter 3 (EB)
09/17/14	Knowledge and Information Argument - The Six Thinking Hats - Alternatives to Argument	Chapter 4 (EB)
09/22/14	Language Democracy	Chapter 5 (EB) Chapter 6 (EB)
09/24/14	Universities, Schools, and the Media The Six Value Medals Thinking GROUPS FORMATION	Chapter 7 (EB) Chapter 8 (EB) Chapter 9 (EB)
09/29/14	Perception Logic vs. Perception Perceptual Tools Perceptual Maps	Chapter 10 (EB)
10/01/14	Critical Thinking and Criticism Art and Thinking	Chapter 11 (EB) Chapter 12 (EB)
10/06/14	Leadership and Thinking	Chapter 13 (EB)
10/08/14	Conflicts and Disagreements	Chapter 14 (EB)
10/13/14	Reason why World Thinking is so poor	Chapter 15 (EB)
10/15/14	What can be done? Individuals; Organizations; Society	Chapter 16, 17, and 18 (EB)
10/20/14	Values The Six Value Medals	Chapter 19 (EB)
10/22/14	The Right to Think	Chapter 20, Epilogue (EB)
10/27/14	Why thinking inside the Box? Walls and Openings	Chapter 1, and 2 (ES)
10/29/14	What limits Creative Thinking?	Chapter 3 (ES)
11/03/14	Fear in creativity	Chapter 4 (ES)
11/05/14	The power of Deadlines and the Limits of Money	Chapters 5 and 6 (ES)
11/10/14	The lobsterman and the Lexus	Chapter 7 (ES)
11/12/14	Thinking like a Kid	Chapter 8 (ES)
11/17/14	Reinvention	Chapter 9 (ES)
11/19/14	Creative Processes (First Part)	Chapter 10 (ES) until number 25
11/24/14	Creative Processes (Second Part)	Chapter 10 (ES) until number 50
11/26/14	Thanksgiving – No class	

Date	Topic	Assignments
12/01/14	Discussion on Projects	
12/03/14	Presentation of Projects	
12/12/14	Final Scheduled; Written Projects due	

This is a plan, as in any plan there may be changes. Please be sure to check for announcements in the Blackboard section of this course.