



**The University of Texas at El Paso  
College of Business Administration  
Syllabus  
MGMT 3310 001 Creativity and Innovation (CRN 15261)  
Fall 2016**

Instructor: Dr. Santiago Ibarreche

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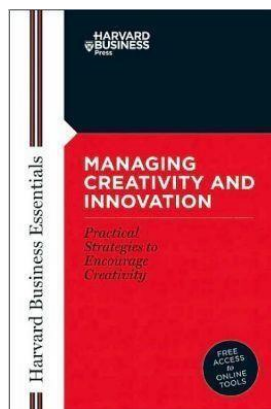
Office Hours: Monday and Wednesday from 9:00 a. m. to 11:00 a. m. and Tuesday from 11:00 a. m. to 1:00 p. m. or by Appointment

**Objective of this course:**

This class has a simple yet powerful objective; develop and understand creative thinking in the areas of business and develop skills for the implementation of the products 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:



**Managing Creativity and Innovation (HBR)**

By

Harvard Business Press 2003

ISBN: 1591391121

ISBN-13: 9781591391128

Pub. Date: June 2003

Publisher: Harvard Business Review Press

And

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



### **Serious Creativity (ED)**

By

Edward De Bono

ISBN-13:9781473528031

Publisher: Ebury Publishing

Publication date: 03/05/2015

Sold by: Barnes & Noble

Format: NOOK Book

### **Expectations:**

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.

This implies that the use of electronics in this class will be limited to note-taking and/or those processes indicated by the instructor during the class; personal calls and texting is strictly forbidden, if a student violates this rule the device used will be taken from the student and not returned until the end of the class.

### **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 to 8:50 a.m. in Room COBA 332. There will be a section in the class page in BlackBoard to communicate announcements and changes, if any, to the schedule. **Read these announcements every class to follow the pace of the course.** Other materials will be available in my faculty page <http://faculty.utep.edu/ibarreche> .

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 presentations (oral and written) 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)	30
Individual Participation	15
Group Case (Presentation)	20
Group Case (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. The instructor reserves the right to modify the final grade by one letter grade based on this evaluation.

### 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.

**Campus Carry:** Persons who hold a Concealed Handgun License can lawfully carry their gun into a UTEP classroom as long as it remains concealed. Open carry remains prohibited on campus. Should you feel someone is intentionally displaying a gun (or any other weapon for that matter), do not hesitate to call Campus Police (X 5611) or 9-1-1. For more information on campus carry, see <http://sa.utep.edu/campuscarry/>; for more information on overall campus safety, see <http://admin.utep.edu/emergency>.

### **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 seven. 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](mailto: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 summaries of readings name the file starting with S## where ## is the session 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 Session 6 the file name would be S06Ibarreche.S.docx. You can use word or pdf formats. Summaries is due the day before the class at Midnight. Last report will be due on day before session 22 at midnight (Chapter 5 (HBR)).
    - 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:**

Session and Date	Topic	Assignments
Session 1 08/22/16	Introduction to Creativity and Innovation	No Assignment
Session 2 08/24/16	IDEAS IN ACTION	No Assignment
Sessions 3 and 4 8/29 and 31/16	Techniques for Generating Ideas (Traditional)	No Assignment
09/05/16	Labor Day (No class)	
Session 5 09/07/16	Introduction to Serious Creativity	Introduction ED
Session 6 09/12/16	The Need for Creative Thinking	Part 1 - Take Away Value (ED)
Session 7 09/14/16	The theoretical Need for Creativity and The practical Need for Creativity	Team Formation Part 1 (Continued) (ED)
Session 8 09/19/16	Information and Creativity and Misconceptions of creativity	Part 1 (Continued) Pp. 39 – 57 (ED)
Session 9 09/21/16	Sources of Creativity	Part 1 (Continued) (ED)

Session 10 09/26/16	Lateral Thinking; Perception and Processing	Part 1 (Continued) (ED)
Session 11 09/28/16	Design and Analysis and The use of Creative Thinking	Part1 (Continued) (ED)
Session 12 10/03/16	Lateral thinking Tools and Techniques: Six Thinking Hats; The Creative Pause; Focus	Part 2 (ED)
Session 13 10/05/16	Challenge; Alternatives;	Part 2 (Continued) (ED)
Session 14 10/10/16	The Concept Fan; Concepts; Provocation; Movement and Po Techniques (Setting up provocations)	Part 2 (Continued) (ED)
Session 15 10/12/16	The Random Input; Sensitizing Techniques; Application of Lateral Thinking Techniques	Part 2 (Continued) (ED)
Session 16 10/17/16	Harvesting: Treatment of Ideas; Formal Output	Part 2 (Continued) (ED)
Session 17 10/19/16	Application of Creative Thinking; Individual and collective;	Part 3 (ED)
Session 18 10/24/16	Responsibility; Training Programs; Formats; Evaluation	Part 3 (Continued) (ED)
Session 19 10/26/16	Types of Innovation	Chapter 1 (HBR)
Session 20 10/31/16	The S Curve	Chapter 2 (HBR)
Session 21 11/02/16	Recognizing Opportunities	Chapter 4 (HBR)
Session 22 11/07/16	Moving Innovation To Market	Chapter 5 (HBR)
Session 23 11/09/16	Enhancing Creativity	Chapter 7 (HBR)
Session 24 11/14/16	What Leaders Must do	Chapter 8 (HBR)
Session 25 11/16/16	Review of Tools and Concepts	
Session 26 11/21/16	Review of Projects	

11/23/16	Thanksgiving Holiday	
Session 27 11/28/16	Presentation of Projects	
Session 27 11/30/16	Presentation of Projects	
Report due day of Final	Final Scheduled; Written Projects due at Midnight	

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.