



**The University of Texas at El Paso
College of Business Administration
Syllabus
MGMT 3310 001 Creativity and Innovation (CRN 14016)
Fall 2019**

Instructor: Dr. Santiago Ibarreche

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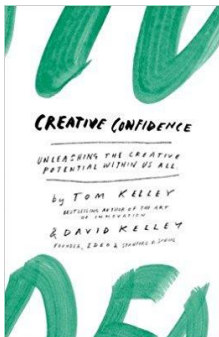
Office Hours: Monday and Wednesday from 10:30 a. m. to 12:00 p. m. and from 3:00 p. m. to 4:00 p. m. through the semester and Tuesdays 4:00 p. m. to 5:25 p. m. at GBC from September 3 to October 6, 2019; or by Appointment.

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 pathways for implementation of ideas. They will also explore creative forms 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:



Creative Confidence: Unleashing the Creative Potential Within Us All

by Tom Kelley, David Kelley (KK)

Product Details

ISBN-13: 9780385349369

Publisher: The Crown Publishing Group

Publication date: 10/15/2013

Pages: 304



HBR's 10 Must Reads on Innovation (with featured article "The Discipline of Innovation," by Peter F. Drucker)

by Harvard Business Review, Peter Ferdinand Drucker, Clayton M. Christensen, Vijay Govindarajan (HB)

ISBN-13: 9781422189856

Publisher: Harvard Business Review Press

Publication date:03/12/2013

Series: HBR's 10 Must Reads Series

Pages: 192

There will also be readings and other materials posted in the Course's page on BlackBoard about specific topics.

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. The basic purpose of these assignments is that you come to class prepared to discuss the topics on hand and contribute with your experiences.

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; repetition of this behavior could be reason for disciplinary action.

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 9:00 to 10:20 a.m. in Room COBA 329. 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 also be uploaded to the course's page in BlackBooard.

Assignments of readings mentioned in the syllabus include a summary of the reading which should not exceed two pages and is due the day before the class at midnight (see section on assignments below).

At the end of the course there will be student project presentations. These projects will be real problems that students detect and consider that their solutions could be advanced or completed using the tools and techniques studied in this class. Teams will be between 4 and 7 students and is highly recommended to find as much diversity as possible within the membership of the team.

During the oral presentation, you may present the project with one or more members of the team; however, all members should participate during the questions and answers section. The group grade will be based on the quality of the presentations (oral and written) and the coordination of the team.

During the class periods, assistance may be taken and rules for presence in the class according to the students' operations book will be enforced.

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 and Exercises)	35
Individual Participation	15
Group Case (Presentation)	15
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 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 via mail at sibarr@utep.edu.
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 written assignments should be sent using the BlackBoard page of the course.
 - a. 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 Name. For example if I was the one sending the attachment for summary of Session 6 the file name would be

S06Ibarreche.Santiago.xxxx (formats allowed include Word and pdf).
 Summaries are due the day before the class at Midnight. Last report will be due on day before session 22 at midnight.

- 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.Santiago.docx; select one member of the team to be the person responsible for sending the report.
 - b. If you want to send other communications or comments start the subject line with MGMT3310 and then put your subject. Send this correspondence to my personal e-mail address: sibarr@utep.edu.
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. Some examples of previous projects follow:
- a. An invention to prevent problems with back zippers
 - b. Expediting and improving advising services at the Foreign Students office at UTEP
 - c. A system for mining metals from electronics that are obsolete
 - d. Window tinting system for cars that emulates transition lenses
 - e. New design for ladders to make them more firm standing
 - f. An app for preventing death of children when in hot cars
 - g. A GPS bracelet for children and parents
 - h. And many more....
6. Have fun and Learn!

Content and Activities:

Session and Date	Topic	Assignments
1 - 08/26/19	Introduction to Creativity and Innovation	No Assignment
2 08/28/19	IDEAS IN ACTION	No Assignment

Session and Date	Topic	Assignments
09/02/19	Labor Day (No class)	
3 & 4 09/04/19 & 09/09/19	Techniques for Generating Ideas (Traditional)	No Assignment
5 & 6 09/11/19 & 09/16/19	Creative Confidence (Concepts) The Heart of Innovation	Preface and Introduction (KK) The Innovation Catalysts (HB)
7 & 8 09/18/19 & 09/23/19	FLIP From Design Thinking to Creative Confidence	Chapter 1 (KK) Team Formation How GE Is Disrupting Itself (HB)
9 & 10 09/25/19 & 09/30/19	DARE From Fear to Courage	Chapter 2 (KK) Is it Real; Can We Win: Is It worth Doing? (HB)
11 & 12 10/02/19 10/07/19	SPARK From Blank Page to Insight	Chapter 3 (KK) Six Myths of Product Development (HB)
13 & 14 10/09/19 10/14/19	LEAP From Planning to Action	Chapter 4 (KK) The Customer-Centered Innovation Map (HB)
15 & 16 10/16/19 10/21/19	SEEK From Duty to Passion	Chapter 5 (KK) Stop the Innovation Wars (HB)
17 & 18 10/23/19 10/28/19	TEAM Creative Confident Groups	Chapter 6 (KK) Discovery Driven Planning
19 & 20 10/30/19 11/04/19	MOVE Creative Confidence to Go	Chapter 7 (KK) The Discipline of Innovation (HB)
21 & 22 11/06/19 11/11/19	NEXT Embrace Creative Confidence	Chapter 8 (KK) Innovation - Killers

Session and Date	Topic	Assignments
23, 24 11/13/19 11/18/19	Review of Concepts and Tools	
25 11/20/19	Presentation of Projects	
26 & 27 11/25/19 11/27/19	Thanksgiving Holiday	No Class
28 12/02/19	Presentation of Projects	
29 12/04/19	Presentation of Projects	
Report due day of Final	Final Scheduled day for the semester; Written Projects due at Midnight on December 11, 2019	

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.