



**The University of Texas at El Paso
College of Business Administration
Syllabus
MGMT 3310 Creativity and Innovation (CRN 24687)
Spring Semester 2015**

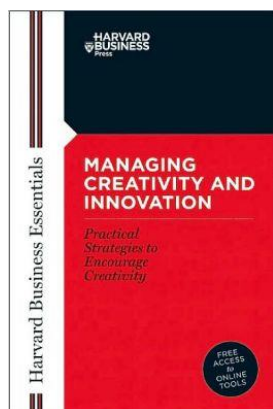
Instructor: Dr. Santiago Ibarreche
Office: Room COBA 248
Ph. 747-7756
E-mail: sibarr@utep.edu
Office Hours: Tuesday and Thursday from 12:00 noon to 1:25 p. m.

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 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:

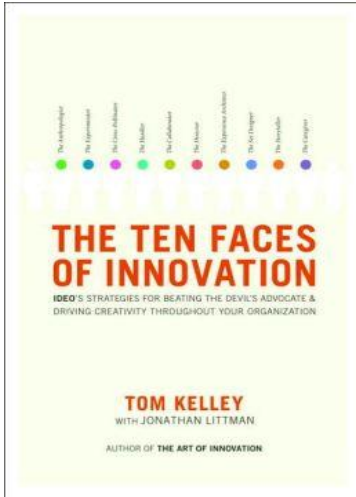
There will be two texts used during this course:



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



The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate & Driving Creativity Throughout Your Organization (KL)

By
Tom Kelley with Jonathan Littman
ISBN: 0385512074
ISBN-13: 9780385512077
Pub. Date: October 2005
Publisher: Crown Publishing Group

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

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 Tuesdays and Thursdays from 1:30 p. m. to 2:50 p. m. in Room COBA302. 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.**

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 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.

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 five. 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, then your First Initial, another period, and the book initial (H for HBR; and K for KL). For example if I was the one sending the attachment for Summary of Chapter 1 of the HBR book, the file name would be CH01Ibarreche.S.H.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
01/20/15 01/22/2015	Introduction to Creativity and Innovation	No Assignment
01/27/2015	Concept of Innovation.	Introduction (H)
01/29/2015	Different types of Innovation <u>Group Creation</u>	Chapter 1 (H) Different Types of Innovation
02/03/2015	The S Curve	Chapter 2 (H) The S-Curve
02/05/2015 02/10/2015	Idea Generation	Chapter 3 (H) Idea Generation
02/12/2015	Recognizing Opportunities	Chapter 4 (H)
02/17/2015	Moving Innovation to Market	Chapter 5 (H)
02/19/2015	Creativity and Creative Groups	Chapter 6 (H) Creativity & Groups

Date	Topic	Assignments
02/24/2015	Enhancing Creativity	Chapter 7 (H) Enhancing Creativity
02/26/2015	Leadership in Creative Environments	Chapter 8 (H) What Leaders must do
03/03/2015 03/05/2015	Using Creativity Tools	Appendices A & B (H) Time Value of Money and Implementation Tools
03/09/2015 03/13/2015	Spring Break	No Class
03/17/2015	Beyond the Devil's Advocate	Introduction (K)
03/19/2015	<i>Discussion of Projects</i>	No Assignment
03/24/2015	The Anthropologist	Chapter 1 (K)
03/26/2015	The Experimenter (K)	Chapter 2 (K)
03/31/2015	Cesar Chavez Day	No Class
04/02/2015	The Cross-Pollinator	Chapter 3 (K)
04/07/2015	The Hurdler	Chapter 4 (K)
04/09/2015	The Collaborator	Chapters 5 (K)
04/14/2015	The Director	Chapter 6 (K)
04/16/2015	The Experience Architect	Chapter 7 (K)
04/21/2015	The Set Designer	Chapter 8 (K)
04/23/2015	The Caregiver	Chapter 9 (K)
04/28/2015	The Storyteller	Chapter 10 (K)
04/30/2015	Mixing Characters	Chapter 11 (K)
05/05/2015	Discussion on Projects	
05/07/2015	Presentation of Projects	
05/14/2015	Written Reports and Peer Evaluations	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.