The University of Texas at El Paso
College of Business Administration
Syllabus
MGMT 3310 001 Creativity and Innovation (CRN 26871)
Spring 2021

Instructor: Dr. Santiago Ibarreche
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E-mail: sibarr@utep.edu or the communications center in BlackBoard.
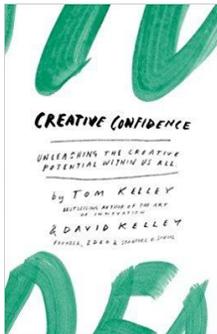Office Hours: Tuesday, Wednesday, and Thursday from 10:30 to 12:00 (noon).
Synchronous lecture: Thursdays from 12:00 to 1:20 p. m.

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
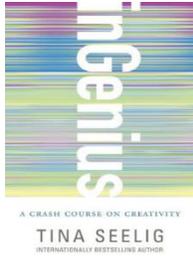by Tom Kelley, David Kelley (KK)
ISBN-13: 9780385349369
Publisher: The Crown Publishing Group
Publication date: 10/15/2013
Pages: 304

And,

InGenius: A Crash Course on Creativity
By Tina L. Seelig
ISBN-13:   9780062020710
Publisher: HarperCollins Publishers
Publication date: 04/07/2015
Pages: 224

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; I expect students to be professionals and have the appropriate behavior following the norms and etiquette of an online class. I also expect students to perform assignments on time and to be forthcoming if there is an issue they want to discuss. The basic purpose of these assignments is that you go through all the material and build on your creative confidence. To reinforce concepts from the readings, there will be synchronous presentations every week on Thursdays from 12:00 to 1:30 p. m. Assistance and participation in these sessions is not required; however, it is encouraged, and extra credit will be awarded.

During sessions of Module 15 (May 4, 5, and 6), I expect full participation during presentations of all teams.

Process:

There will be a total of fifteen modules which contents are detailed in the subject section of this syllabus. Each module will be released with one to two weeks of anticipation. In each module you will have a description of the materials included, the activities to be performed and the reports to be filed.

Each module will include a series of elements that will vary with the topic covered. Most modules include a chapter or two of the assigned books, some videos that reinforce the content and, in some cases, some exercises to do individually or, in latter modules, in groups. Assignments and deadlines are included in each module. Deadlines are always on the midnight of the assigned date (normally on Thursdays), be sure to check your course page often so that you do not miss any deadline. Late assignment will be graded at a lower grade. You may check your progress in the "my Grades" section of the course page. Please consider that there may be some delay in grading because of the class size.

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 5 and 7 students and

is highly recommended to find as much diversity as possible within the membership of the team. In Module seven (or before) teams will be created. The process for team assignment will be through self-selection. Instructor will give directions on how to proceed before the deadline of module seven.

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. It is recommended that you use the different tools available, it is also advised to record the presentation using available tools. 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 1000-point scale. The final letter grade for the course will be determined as follows: 900 points to 1000 points corresponds to an "A"; 800 points to 899 points corresponds to a "B"; 700 points to 799 points corresponds to a "C"; 600 points to 699 points corresponds to a "D"; and less than 600 points corresponds to a grade of "F."

Following is a table with points assigned to each activity:

Activity	Assigned Points
Introduction of yourself to the class (Module 1)	50
Individual Assignments (Summaries and Exercises)	300
Commentaries on Films	150
Participation in Blogs	150
Group Case (Presentation)	100
Group Case (Report)	150
Group Members Assigned Grade *	100
Total	1000

* 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.

Guidelines and Recommendations:

1. Be prepared for discussion. Participate actively in discussions (blogs and discussion boards) and bring your own experiences.

2. Use the BlackBoard mail system to communicate with instructors and classmates. Do not use UTEP mail system unless directed to do so.

3. Teams will be formed in module 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:
   In summaries of readings name the file starting with S## where ## is the assignment 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 assignment 6 the file name would be S06Ibarreche.Santiago.docx (formats allowed include Word and pdf). Summaries due date and point value will be specified in the announcement.

        i. In the final report, use the same system but start with the letter T## and the team number and team name with undersigns instead of spaces. You will have to name among the members of each team a person responsible for doing this. Assuming I was a member of team 01 and the name of the team was "The Good Earth" the attachment name would be T01the_good_earth.docx. Again, select one member of the team to be the person responsible for sending the report.

    b. If you want to send other communications use BlackBoard's mail system for the class.

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. Systems for assessing potential use of vaccines in COVID-19
d. A system for mining metals from electronics that are obsolete
e. Window tinting system for cars that emulates transition lenses
f. New design for ladders to make them more firm standing
g. An app for preventing death of children when in hot cars
h. A GPS bracelet for children and parents
i. And many more….

6. Have fun and Learn!

Content and Activities:

Module & deadline	Topic	Assignments
1 01/21/2021	Introduction to the class	Introduce yourself to the class (see module)
2 01/28/2021	Introduction to Creativity and Innovation	See Module
3 02/04/2021	Techniques for Generating Ideas (Traditional)	See Module

Module & deadline	Topic	Assignments
4 02/11/2021	Creative Confidence (Concepts)	See Module
5 02/18/2021	FLIP From Design Thinking to Creative Confidence	See Module
6 02/25/2021	DARE From Fear to Courage	See Module
7 03/04/2021	SPARK From Blank Page to Insight	See Module Group Formation Deadline
8 03/11/2021	LEAP From Planning to Action	See Module
SPRING BREAK **(03/15 – 03/19) NO CLASS**		
9 03/25/2021	SEEK From Duty to Passion	See Module
10 04/01/2021	TEAM Creative Confident Groups	See Module
11 04/08/2021	MOVE Creative Confidence to Go	See Module
12 04/15/2021	NEXT Embrace Creative Confidence	See Module
13 04/22/2021	InGenius INSIDE - OUTSIDE	See Module
14 04/29/2021	InGenius Remaining of book	See Module
15 05/04/2021 to 05/06/2021	Presentation of Projects	See Module
Report due day of Final	Final Scheduled day for the semester; Written Projects due at Midnight on May 13, 2021.	

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.