



FALL 2023 MGMT 3310 Creativity and Innovation Syllabus

Who is responsible for the design & delivery of this course?

Instructor

Bill Conwell

CRN

11948

Office:

CoBA Room 258

Class Location:

CoBA Room 329

Office Hours:

MTWR; 2:30 pm to 4:00 pm, and by appointment

Class Days:

T & R

Class Hours:

10:30 am to 11:50 am

E-Mail:

wjconwell@utep.edu

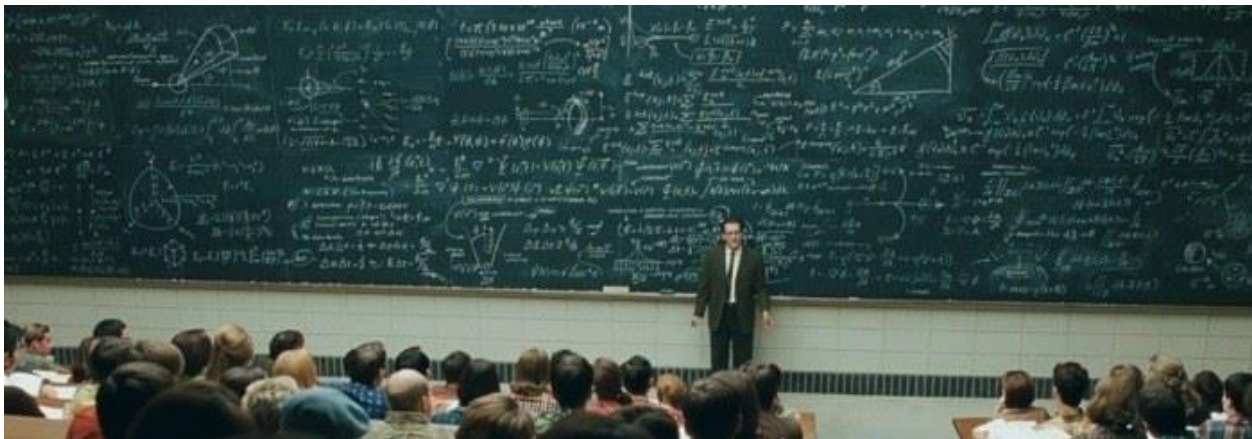
Phone:

915 747-7190

Semester:

Fall 2023

What course is this again?



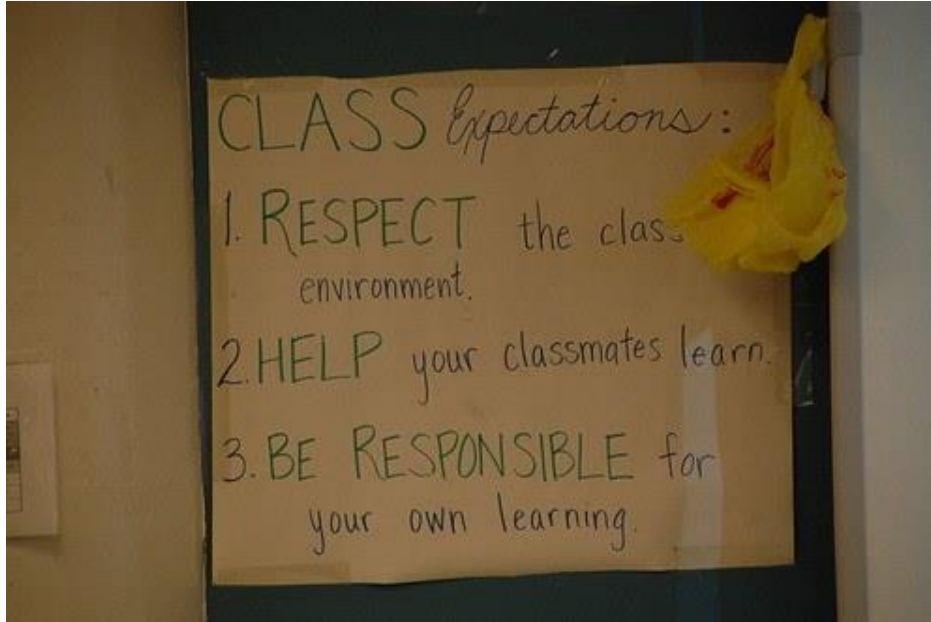
Catalog:

MGMT 3310: Creativity and Innovation

Course Description:

Here is what the catalog says: This course introduces students to the theory, processes, and tools associated with the initiation, generation, and management of new entrepreneurial ideas. It emphasizes personal creativity and fostering a culture of creativity within a business setting.

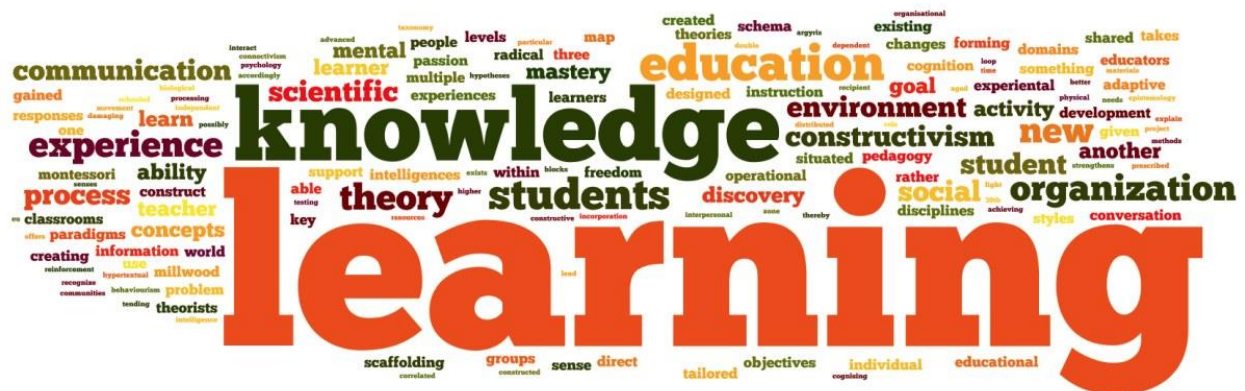
Course Expectations



I have four values that I hope will make clear the culture and expectations of this class and this course.

- Enlightenment
- Engagement
- Enjoyment
- Excellence

What am I going to learn?



Learning Outcomes:

Here is what we are going to learn:

- How to discover and develop your creative muscle

- Gain an understanding of tools and methods to stimulate creativity
- Understand the challenges in moving from creativity to innovation
- Awareness of methods and means to facilitate and stimulate innovation
- Learn ways and means to facilitate the application of creativity and innovation in business
- Appreciation of the role of leadership and culture in the development of a creative business enterprise

What textbook will be required? There are three.

inGenius: A Crash Course on Creativity, ©2012 by Tina L. Seelig, Publisher HarperOne, ISBN 978-0-06-202070-3

Creative Confidence: Unleashing the Creative Potential Within Us All, ©2013 by Tom Kelley & David Kelley, Publisher Currency, ISBN 978-0-385-34936-9 (Ebook ISBN 978-0-385-34937-6)

Creative Construction: The DNA of Sustained Innovation, ©2019 by Gary P. Pisano, Publisher Public Affairs, ISBN 978-1-61039-877-0 (Ebook ISBN 978-1-61039-876-3)

How will the course be delivered?



- This course will be accomplished in a face-to-face classroom format.
- This course is designed using a modular format—that is, each day/class session is “packaged” in Blackboard as a single module so that all the materials, lecture notes, submission areas, discussion posts, quizzes/exams are in one area for a given session.
- Blackboard Ultra Course View format will be utilized to share class assignments and submissions as well as quizzes. Recommended browsers are Google Chrome or Firefox. Any technology related issues or problems should be handled through Student Technology Services at: https://www.utep.edu/technologysupport/ServiceCatalog/Student_Services.html

How will we communicate?



- Here are the ways we can keep the communication channels open:
- Office Hours: I will have office hours for your questions and comments about the course. My office hours are in-person. However, you can request a virtual meeting, and I will send you a Zoom link. Please see the days and times at the top of this syllabus.
- Email: UTEP e-mail is the best way to contact me. I will attempt to respond to your e-mail within 24 hours of receipt. When emailing me, email from your UTEP student e-mail account, and please **put the course number in the subject line**. In the body of your e-mail, clearly state your question. At the end of your e-mail, **be sure to put your first and last name and your university identification number**.
- Announcements: Check the Blackboard announcements frequently for updates, deadlines, or other important messages.

TECHNOLOGY REQUIREMENTS



Some course content will be delivered via the Internet through the Blackboard learning management system (LMS). Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Mozilla Firefox and Google Chrome are the most supported browsers for Blackboard; other browsers may cause complications with the LMS. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have or have access to a computer/laptop. You will need to download or update the following software: Microsoft Office, Zoom, Adobe, Flashplayer, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [Help Desk](#) as they are trained specifically in assisting with technological needs of students.

How am I going to learn?



Students are responsible for the text material. Supplemental material to enhance, make relevant, or clarify text material will be provided by the instructor.

Small individual/team exercises will be utilized to help with subject matter understanding as well as application of creative thinking in addressing case-related issues.

Quizzes will be used to monitor student progress as well.

A semester-long project will allow students to utilize course learnings, demonstrate understanding and application of those learnings, and present the outcome in a professional manner.

How am I going to be graded?



- **1. Assignments:** There will be individual and/or team assignments to encourage and demonstrate the value, understanding, and use of creative tools and methods. Assignment submissions are due at the time stated. No points will be given for any late submissions.
- **2. Quizzes:** Quizzes on select chapter material *and class discussion items*, via Blackboard will be utilized to measure and reinforce understanding of key chapter concepts and learning goals. Quiz submissions are due at the time stated. No points will be given for any late submissions.
- **3. Project:** There will be a semester-long student-team project.
- **No extra credit is offered in this course.**

Summary of criterion-based (no curve) grading scheme: Total Points: 1,000

Assignments (3 total) Points	300
Quizzes (5 total) Points	500
Semester Project Points	200
Total Weight Points	1,000

Grading scale based on percentages of criterion-based (no curve) grading scheme:

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%

Other Important Announcements



Disability accommodation. The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services, and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the UTEP Center for Accommodations and Support Services (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal.

UTEP Policy on Academic Integrity:

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict](#)

[Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

Copyright Compliance:

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

Professional Demeanor:

- This course may require online communication between students as well as between the students and faculty. The expectation is that all parties will interact in a professional manner. If you have questions regarding online interaction in a professional manner, please reference the guidelines at <https://www.utep.edu/extendeduniversity/utepconnect/blog/october-2017/10-rules-of-netiquette-for-students.html>. The expectation is that you will comply with these guidelines throughout the course – and, hopefully, beyond.

GUIDANCE ON ARTIFICIAL INTELLIGENCE

- The use of generative AI tools such as Chat GPT would appear to be contrary to this course's intent of developing student creativity and innovation skills. If, however, there is a circumstance where the student chooses the use of generative AI tools, the following applies.

Students must cite any borrowed content sources to comply with all applicable citation guidelines and copyright law and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

FALL 2023 Course Syllabus Content MGMT 3310

Subject to change if/as circumstances dictate.

Course Outline & Activity Plan:

Session	Chapters Covered	Focus/Assignments/Activities
1 8/29/2023 T	Course Intro	<ul style="list-style-type: none"> • LG: Students will recognize the parameters & execution of the course. • Syllabus Review • HARD TO BE CREATIVE & INNOVATIVE IF YOU ARE NOT HERE • READ Seelig's Introduction before Session 2
2 8/31/2023 R	Seelig Introduction	<ul style="list-style-type: none"> • LG: Awareness that creativity exists in all of us, we use it daily, factors that influence it, and there are ways and means to enhance it. • <i>The first phase of the course focuses on Creativity – the generation of ideas.</i> • The Innovation Engine • Introduction to the course project. • ASSIGNMENT: (1 of 3) Design (creative visual representation), NAME, & DEFINE (powers/weaknesses/nemesis) your own Super Hero. Include your name & ID (100 Points). Due at the beginning of Session 3
3 9/5/2023 T		<ul style="list-style-type: none"> • LG: A key element in creativity is having fun. • <i>Students share their Super Heroes.</i> • Final "intro" of course project • READ Seelig Chapter 1 before Session 4 • WATCH the "Can Creativity be Taught?" Video • Be ready to discuss your takeaways from the video in Session 4

Session	Chapters Covered	Focus/Assignments/Activities
<p style="text-align: center;">4 9/7/2023 R</p>	<p style="text-align: center;">Seelig Chapter 1 "Spark a Revolution" IMAGINATION</p>	<ul style="list-style-type: none"> • LG: Realization that developing and utilizing the ability to reframe questions, situations, and problems can lead to increased imagination and creativity. • Class Discussion on the "Can Creativity be Taught" video. • <i>Agree/disagree with content – why, why not?</i> • Share the project rubric. • ASSIGNMENT: • Form your teams for the course project. • Seven teams of seven students each. • Identify your team with a (creative?) name. • Submit your team roster & names to me in Session 5. • ASSIGNMENT: Bring an example of a joke that "changes the frame" for Session 5 • I will randomly select five students to share their jokes in Session 5. • Class will vote to decide the winning joke (there might be a prize). • READ Seelig Chapter 2 before Session 5.
<p style="text-align: center;">5 9/12/2023 T</p>	<p style="text-align: center;">Seelig Chapter 2 "Bring in the Bees" IMAGINATION</p>	<ul style="list-style-type: none"> • LG: Realization that combining common things in uncommon pairings can lead to novel ideas and creative results. • <i>Share jokes and decide on the best one.</i> • <i>Pick five students randomly.</i> • <i>Students vote on their favorite joke (<u>prize?</u>).</i> • Collect project team names & roster. • READ Seelig Chapter 3 before Session 6 • WATCH the "A crash course in creativity: Tina Seelig at TEDx Stanford" Video (more about Chindogu in the video) • ASSIGNMENT: (2 of 3) Chindogu project, (100 Points). Bring a physical representation of your Chindogu project. Due at the beginning of Session 6.
<p style="text-align: center;">6 9/14/2023 R</p>	<p style="text-align: center;">Seelig Chapter 3 "Build, Build, Build, Jump!" IMAGINATION</p>	<ul style="list-style-type: none"> • LG: Understanding that the first obvious idea may not be the optimum and an introduction to tools and processes that can generate and capture creative thinking and ideas. • Show & Tell – Chindogu projects. • READ Seelig Chapter 4 before Session 7 • WATCH "The Psychology of Creativity" Video • Be ready to discuss what paradox, if any, you took from the video in Session 7

Session	Chapters Covered	Focus/Assignments/Activities
7 9/19/2023 T	Seelig Chapter 4 "Are You Paying Attention?" KNOWLEDGE	<ul style="list-style-type: none"> • LG: Understanding the importance of acute observation and its role in creative thinking and idea generation. • "What was the paradox that Phil Dobson referred to in "The Psychology of Creativity" video?" • Agree/disagree? • Examples? • READ Seelig Chapter 5 before Session 8
8 9/21/2023 R	Seelig Chapter 5 "The Table Kingdom" HABITAT	<ul style="list-style-type: none"> • LG: Appreciation of space and its role in support of the creative process. • Where do you feel most creative – and why? • How has your space for formal educational learning changed over your academic careers? • Stimuli • Group versus individual focus • Size • Intimacy • What else? • Promote or inhibit creativity? • Talk about the project – share info on "identifying opportunities" & "characteristics of ideas that make them opportunities." • READ Seelig Chapters 6 & 7 before Session 9 • Consider constraints and their effect on creativity. • Think about gamification and examples of it you may encounter in daily life.
9 9/26/2023 T	Seelig Chapter 6 "Think of Coconuts" RESOURCES Seelig Chapter 7 "Move the Cat Food" HABITAT	<ul style="list-style-type: none"> • LG: Recognizing the relationship between constraints and creativity. • LG: Understanding the impact and role of incentives and feedback in stimulating and supporting creativity and innovation. • What do you think about creativity constraints? Is procrastination an aid to creativity or a deterrent? Why, or why not? • READ Seelig Chapter 8 before Session 10 • EXERCISE PREPARATION: From the "Six Thinking Hats" on pages 139 & 140, please decide what hat color best describes you and be ready to share in Session 10.

Session	Chapters Covered	Focus/Assignments/Activities
10 9/28/2023 R	Seelig Chapter 8 "Marshmallow on Top" ATTITUDE	<ul style="list-style-type: none"> • LG: Awareness of team dynamics and challenges as well as some of the tools to utilize in developing creative teams. • READ Seelig Chapter 9 before Session 11
11 10/3/2023 T	Seelig Chapter 9 "Move Fast – Break Things" ATTITUDE	<ul style="list-style-type: none"> • LG: Understanding that rapid experimentation is a key attribute of successful innovation - bringing creative ideas to life. • Status check on the project progress. • READ Seelig Chapter 10 & 11 before Session 12 • WATCH the "Dr. Stephen R. Covey – Paradigm" Video • ASSIGNMENT: Consider both negative and positive paradigms and how they might affect creativity • Be prepared to share your thoughts in Session 12
12 10/5/2023 R	Seelig Chapter 10 "If Anything Can Go Wrong, Fix It!" ATTITUDE Seelig Chapter 11 "Inside Out and Outside In"	<ul style="list-style-type: none"> • LG: Appreciation of the fact that attitude is a key element in creation but perhaps more so in innovation. • LG: Appreciation and understanding of the components that make up Seelig's Innovation Engine and how, in combination, they support creativity and innovation. • READ Kelley Intro & Chapter 1 before Session 13
13 10/10/2023 T	Kelley Introduction Kelley Chapter 1 "FLIP"	<ul style="list-style-type: none"> • LG: Reinforcement of the fact that creativity is inherent, something to nurture, not to envy. • LG: Understanding the process involved in supporting and facilitating the transition of creative ideas into innovative products and services. • READ Kelley Chapter 2 before Session 14

Session	Chapters Covered	Focus/Assignments/Activities
14 10/12/2023 R	Kelley Chapter 2 "DARE"	<ul style="list-style-type: none"> • LG: Realization that fear can inhibit creativity, but it is possible to utilize what we fear to enhance selfconfidence and creative skills. • <i>Why are we afraid to fail?</i> • Status check on the project progress • READ Kelley Chapter 3 before Session 15
15 10/17/2023 T	Kelley Chapter 3 "SPARK"	<ul style="list-style-type: none"> • LG: Awareness and understanding of more tools and processes that can generate and capture creative thinking and ideas. • ASSIGNMENT: (3 of 3) Look for an item, experience, or process that you encounter every day that you feel could utilize some creativity and develop your creative suggestion for improvement. (100 Points) Due beginning with Session 17 and continuing through Session 19. • Individual or pairs, your choice (names to me in Session 16) • Utilize empathetic design considerations. • Be ready to share results with the class beginning in Session 17. • "Mini-Rubric" for the assignment: • Describe what you came up with and an explanation of how/why you chose it. • How did you come up with the idea? • What creativity/innovation skills, i.e., empathy, did you apply? And how? • (Think about it, you may have used creativity and innovation tools without realizing it). • READ Kelley Chapter 4 before Session 16
16 10/19/2023 R	Kelley Chapter 4 "LEAP"	<ul style="list-style-type: none"> • LG: Introduction to means and methods to take your creative ideas from concept into the prototype process. • <i>Discuss the list of things Pulse founders got right on page 114.</i> • READ Kelley Chapter 5 before Session 17
17 10/24/2023 T	Kelley Chapter 5 "SEEK"	<ul style="list-style-type: none"> • LG: Developing an appreciation of finding the balance between what you like or want to do and what you need to do. • Students share the Session 15 assignment with the class. • <i>What does this chapter have to do with creativity & innovation?</i> • Status check on the project progress • Any relevance of this assignment (from Session 15) to what you are doing on your project? • READ Kelley Chapter 6 before Session 18

Session	Chapters Covered	Focus/Assignments/Activities
18 10/26/2023 R	Kelley Chapter 6 "TEAM"	<ul style="list-style-type: none"> • LG: Gain an appreciation of the role of teams, teamwork, and culture in the creation of an innovative workforce. • Students share the Session 15 assignment with the class. • Start setting up the schedule for project presentations. • READ Kelley Chapters 7 & 8 before Session 19
19 10/31/2023 T	Kelley Chapter 7 "MOVE" Kelley Chapter 8 "NEXT"	<ul style="list-style-type: none"> • LG: Awareness of, and introduction to, various tools and processes to unlock creative thinking as a bridge to creative confidence. • LG: Developing an appreciation of the need to create a personal bias toward action. • Students share the Session 15 assignment with the class. • Set up the schedule for project presentations. • READ Pisano Introduction before Session 20 • WATCH the "Professor Gary Pisano: Three Steps for Creating an Innovative Culture" Video • ASSIGNMENT: Think of what you consider to be the top two innovative companies in the US and be ready to share in Session 20
20 11/2/2023 R	Pisano Introduction	<ul style="list-style-type: none"> • LG: Gain an appreciation of the challenges presented in trying to create transformative innovation in a business entity. • <i>What do you believe to be the top 2 innovative companies in the US?</i> • Plan for the potential project presentations • READ Pisano Chapters 1 & 2 before Session 21
11/3/2023 – Fall Drop/Withdrawal Date		
21 11/7/2023 T	Pisano Chapter 1 Beginning the Journey Pisano Chapter 2 Navigating the Route	<ul style="list-style-type: none"> • LG: Awareness of the need for a strategy to support innovation as well as alignment of types of innovation relative to your organization's technical competencies and business model. • LG: Appreciation of what is involved in aligning resources and innovation strategy to be able to best create and capture value in your organization. • Plan for the potential project presentations. • READ Pisano Chapter 3 before Session 22 • QUIZ (1 of 5) on Pisano Chapters 1 & 2 (100 points) due 11:59 pm. Nov 8.

Session	Chapters Covered	Focus/Assignments/Activities
22 11/9/2023 R	Pisano Chapter 3 Whatever Happened to Blockbuster?	<ul style="list-style-type: none"> • LG: Understanding that business model innovation and related design principles can be a key to competitive advantage. • Plan for the potential project presentations • ASSIGNMENT: Think of 3 companies that you feel have been “disrupted” by transformative innovation in either their product or their business model. • Be ready to share in Session 23 • READ Pisano Chapter 4 before Session 23
23 11/14/2023 T	Pisano Chapter 4 Is the Party Really Over?	<ul style="list-style-type: none"> • LG: Understanding and dealing with the potential threats of disruptive innovation and its impact on your business. • <i>Identify three companies that you feel have been “disrupted” by transformative innovation in either their product or their business model.</i> • Plan for the potential project presentations • READ Pisano Chapter 5 before Session 24 • QUIZ (2 of 5) on Pisano Chapters 3 & 4 (100 points) due 11:59 pm. Nov 15
24 11/16/2023 R	Pisano Chapter 5 Venturing Outside Your Home Court	<ul style="list-style-type: none"> • LG: Learning the challenges involved in searching for innovative problem-solving or opportunity-generation solutions as well as some means to facilitate the search process. • Plan for the potential project presentations • READ Pisano Chapter 6 before Session 25
25 11/21/2023 T	Pisano Chapter 6 Synthesis	<ul style="list-style-type: none"> • LG: Understanding the necessity of organizational synthesis in developing coherent business concepts to address challenges and opportunities and building the capability within an enterprise. • Plan for the potential project presentations • READ Pisano Chapter 7 before Session 26 • ASSIGNMENT: Consider companies and products/services that represent an error of omission and an error of commission and be ready to share in session 26 • QUIZ (3 of 5) on Pisano Chapters 5 & 6 (100 points) due 11:59 pm. Nov 22
11/23/2023 No Class Session – Thanksgiving Holiday		

Session	Chapters Covered	Focus/Assignments/Activities
26 11/28/2023 T	Pisano Chapter 7 When to Hold 'Em and When to Fold 'Em	<ul style="list-style-type: none"> • LG: Develop an appreciation of the challenges in selecting an optimal problem solution or opportunity realization option and techniques and methodologies to support the effort. • <i>Identify at least one company and related product/service, each that represents an error of omission and an error of commission. Plan for the potential project presentations</i> • READ Pisano Chapter 8 before Session 27 • ASSIGNMENT: Think of adjectives that would best describe the organizational culture in which you would like to work and be ready to share in session 26
27 11/30/2023 R	Pisano Chapter 8 The Paradox of Innovative Cultures	<ul style="list-style-type: none"> • LG: Awareness of the contradictory aspects of an innovative culture and managing them to achieve successful innovation. • <i>Plan for the potential project presentations</i> • READ Pisano Chapter 9 before Session 28 • WATCH the "Ben Chestnut: Creating an Environment for Creativity and Empowerment" Video • ASSIGNMENT: Consider a company or organization whose leadership has, or had, created a positive work culture. and be ready to share in session 28. • QUIZ (4 of 5) on Pisano Chapters 7 & 8 (100 points) due 11:59 pm. Dec 1
28 12/5/2023 T	Pisano Chapter 9 Leaders as Cultural Architects	<ul style="list-style-type: none"> • LG: Understanding that leaders own culture and an introduction to ways and means to help create an innovative culture. • <i>Name a company or organization whose leadership has, or had, created a positive work culture.</i> • <i>Plan for potential project presentations</i> • READ Pisano Chapter 10 before Session 29 • ASSIGNMENT: Consider what characteristics best describe a creative construction leader and be ready to share in session 29.
29 12/7/2023 R Last Day of Classes	Pisano Chapter 10 Becoming a Creative Constructive Leader	<ul style="list-style-type: none"> • LG: Awareness and understanding of key traits of creative constructive leaders. • <i>Plan for potential project presentations</i> • QUIZ (5 of 5) on Pisano Chapters 9 & 10 (100 points) due 11:59 pm. Dec 8
12/11 – 15/2023		<ul style="list-style-type: none"> • Fall Final Exams