



MGMT 3310 Creativity and Innovation Fall 2021 Syllabus

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

Instructor

Bill Conwell

CRN

13508

Office:

CoBA Room 258

Class Location:

CoBA Room 329

Office Hours:

M, W, R, & F from 3:00 pm to 4:30 pm, and by appointment

Class Days:

M & W

Class Hours:

9:00 am to 10:20 am

E-Mail:

wjconwell@utep.edu

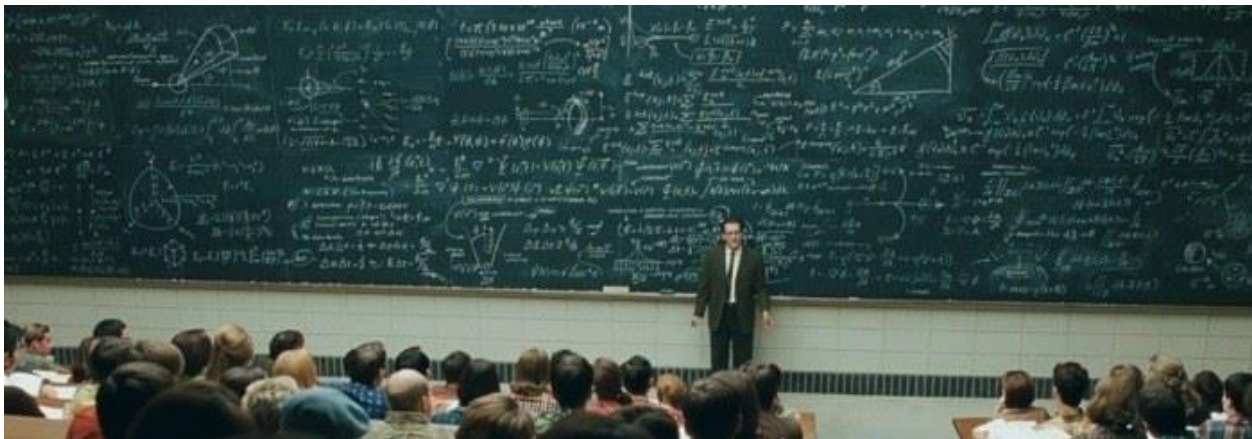
Phone:

915 747-7190

Semester:

Fall 2021

What course is this again?



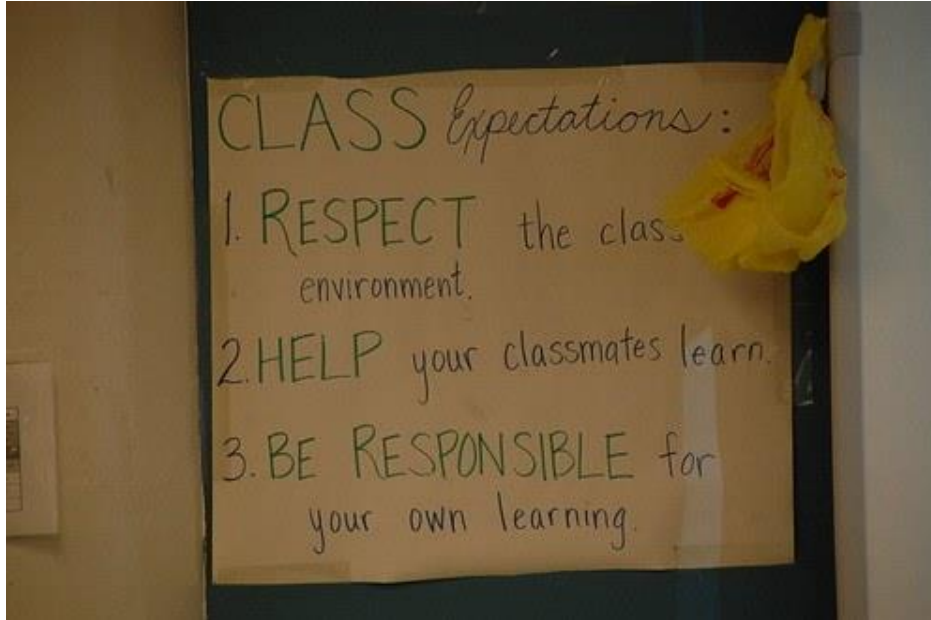
Catalog:

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

Bloom's Taxonomy Document

Bloom's Taxonomy Matrix for MGMT 3310

Learning Objective	Bloom's Cognitive Domain	Assessment Technique	Activities
<p>How to discover and develop your creative muscle</p> <p>Gain an understanding of tools and methods to stimulate creativity</p> <p>Understand the challenges in moving from creativity to innovation</p> <p>Awareness of methods and means to facilitate and stimulate innovation</p> <p>Learn ways and means to facilitate the application of creativity and innovation in business</p> <p>Appreciation of the role of leadership and culture in the development of a creative business enterprise</p>	<ul style="list-style-type: none"> • Remember • Understand • Apply • Analyze • Evaluate • Create 	<ul style="list-style-type: none"> • Class participation and discussion • Quizzes • Team & individual exercises and assignments • Student interaction through use of Blackboard discussion module 	<ul style="list-style-type: none"> • Individual student activities requiring creative thinking. • Team project to apply creativity and innovation towards a real world challenge. • Impromptu creativity challenges and activities

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

- This course will utilize the Blackboard Ultra Course View format. It may appear a little different in style, but it should be intuitive to anyone familiar with Blackboard. Blackboard help is available for the Ultra view.

How will we communicate?



- My hope is that since we are back in the classrooms for the fall 2021 semester, we will all take full advantage of the ability to communicate with each other as a normal part of our class sessions. By sharing experiences, questions, comments, and insights we can enrich the value added of the course for all involved - students and instructor.
- For outside the classroom communication, Blackboard Email (Messages link, upper LH corner of home page) is preferred for communication related to this course. Alternate is my UTEP e-mail. I will make every attempt to respond to your e-mail within 24 hours of receipt. When e-mailing me, be sure to email from Blackboard or your UTEP student 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 message, be sure to put your first and last name, and your university identification number.
- Discussion Board: If you have a question that you believe other students may also have, please post it in the Help Board of the discussion boards inside of Blackboard (Discussions link, upper LH corner of home page). Please respond to other students' questions if you have a helpful response.

- Announcements: Check the Blackboard announcements (LH side of home page) frequently for any updates, deadlines, or other important messages.

The elephant (still) in the room.



If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.

If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.

We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best

way that Miners can take care of miners is to **get the vaccine**. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

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.

How am I going to be graded?



- **1. Projects:** There will be individual and team projects to encourage and demonstrate the value, understanding, and use of creative tools and methods.
- **2. Quizzes:** Quizzes on chapter material, via Blackboard, will be utilized to measure and reinforce understanding of key chapter concepts. Quiz scores will be discounted if submission is past deadline; 20% within 24 hours late, 50% within 24 to 48 hours late, scored as a zero after 48 hours late.
- **3. Participation & Engagement:** This course is about creativity and innovation, not setting quiet and waiting out the semester. The value to you as a student, and your classmates, comes from your contributions to the course discussions and activities.
- **Exams** There will be no mid-term or final exams

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

Quizzes (5 total) Points	200
Team & Individual Projects (5 total) Points	800
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%
- F 0-59%

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](#).

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 one's 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. **Before your first class session, please read the “NETIQUETTE GUIDE FOR ONLINE COURSES”** at <https://www.utep.edu/extendeduniversity/cid/Files/docs/faculty-resources/student-orientation/NetiquetteGuideforOnlineCourses.pdf>. The expectation is that you will comply with the guidelines throughout the course –and, hopefully, beyond.

Fall 2021 Course Syllabus Content MGMT 3310

Session	Chapters Covered	Focus/Assignments/Activities
1 8/23/2021 M		<ul style="list-style-type: none"> <input type="checkbox"/> Syllabus Review <input type="checkbox"/> Expectations – Theirs & Mine <input type="checkbox"/> Class culture parameters <input type="checkbox"/> Read Seelig Introduction before Session 2
2 8/25/2021 W	Seelig Introduction	<ul style="list-style-type: none"> <input type="checkbox"/> Read Seelig Chapters 1, 2, & 3 before Session 3 <input type="checkbox"/> Watch “Can Creativity be Taught” Video <input type="checkbox"/> Assignment: Design (creative visual representation) & define (powers/weaknesses/nemesis) your own Super Hero, (150 Points) Due Session 4
3 8/30/2021 M	Seelig Chapters 1, 2, & 3 IMAGINATION	<ul style="list-style-type: none"> <input type="checkbox"/> Assignment: Bring an example of a joke that “changes the frame” to Session 4 (0 points, but do it for the fun!) Read Seelig Chapter 4 before Session 4
4 9/1/2021 W	Seelig Chapter 4 KNOWLEDGE	<ul style="list-style-type: none"> <input type="checkbox"/> Share, and discuss, jokes <input type="checkbox"/> Discuss Super Hero submissions <input type="checkbox"/> Assignment: Chindogu project, (150 Points) Due Session 5 <input type="checkbox"/> Read Seelig Chapters 5, 6, 7, & 8 before Session 5 <input type="checkbox"/> Watch “A crash course in creativity: Tina Seelig at TEDxStanford” Video
5 9/8/2021 W	Seelig Chapters 5, 6, & 7 HABITAT	<ul style="list-style-type: none"> <input type="checkbox"/> Show & Tell – Chindogu projects <input type="checkbox"/> Read Seelig Chapters 9 & 10 before Session 6 <input type="checkbox"/> Watch “The Psychology of Creativity” Video
6 9/13/2021 M	Seelig Chapters 8, 9 & 10 ATTITUDE	<ul style="list-style-type: none"> <input type="checkbox"/> Read Seelig Chapter 11 before Session 7 <input type="checkbox"/> Read Forbes Article “Can Creativity be Taught?”
7 9/15/2021 W	Seelig Chapter 11	<ul style="list-style-type: none"> <input type="checkbox"/> R³ Project Introduction <input type="checkbox"/> Read Kelley Introduction before Session 8
8 9/20/2021 M	Kelley Introduction	<ul style="list-style-type: none"> <input type="checkbox"/> R³ project teams formation (12 teams of 4) by Session 9 <input type="checkbox"/> Read Kelley Chapter 6 before Session 9
9 9/22/2021 W	Kelley Chapter 6 “TEAM”	<ul style="list-style-type: none"> <input type="checkbox"/> Read Kelley Chapter 1 before Session 10
10 9/27/2021 M	Kelley Chapter 1 “FLIP”	<ul style="list-style-type: none"> <input type="checkbox"/> Assignment: Bring to Session 11 a quote/saying/comment you have heard pertaining to fear, or consequences of failure (100 points) <input type="checkbox"/> Read Kelley Chapter 2 before Session 11
11 9/29/2021 W	Kelley Chapter 2 “DARE”	<ul style="list-style-type: none"> <input type="checkbox"/> Share quotes from assignment on failure <input type="checkbox"/> Read Kelley Chapter 3 before Session 12
12 10/4/2021 M	Kelley Chapter 3 “SPARK”	<ul style="list-style-type: none"> <input type="checkbox"/> Read Kelley Chapter 7 before Session 13

Session	Chapters Covered	Focus/Assignments/Activities
13 10/6/2021 W	Kelley Chapter 7 "MOVE"	<input type="checkbox"/> Assignment: Before Session 14, each team select and conduct a creativity challenge (Kelley Ch. 7) to generate creative ideas to address their project challenge. Be ready to share results beginning Session 14. (100 points) <input type="checkbox"/> Read Kelley Chapter 4 before Session 14
14 10/11/2021 M	Kelley Chapter 4 "LEAP"	<input type="checkbox"/> Share results of creativity challenge <input type="checkbox"/> Read Kelley Chapter 5 before Session 15
15 10/13/2021 W	Kelley Chapter 5 "SEEK"	<input type="checkbox"/> Read Kelley Chapter 8 before Session 16
16 10/18/2021 M	Kelley Chapter 8 "NEXT"	<input type="checkbox"/> Read Pisano Introduction before Session 17
17 10/20/2021 W	Pisano Introduction	<input type="checkbox"/> Read Pisano Chapter 1 before Session 18
18 10/25/2021 M	Pisano Chapter 1 Beginning the Journey	<input type="checkbox"/> Read Pisano Chapter 2 before Session 19
19 10/27/2021 W	Pisano Chapter 2 Navigating the Route	<input type="checkbox"/> Read Pisano Chapter 3 before Session 20 <input type="checkbox"/> Quiz (1 of 5) on Pisano Chapters 1 & 2 (40 points) due 11:59 pm. 10/28
20 11/1/2021 M	Pisano Chapter 3 Whatever Happened to Blockbuster?	<input type="checkbox"/> Assignment: Beginning Session 27, Nov. 24, teams selected randomly will presents the results of their work on the R ³ project. Four teams each will present in sessions 27, 28, & 29 (300 points) <input type="checkbox"/> Read Pisano Chapter 4 before Session 21
21 11/3/2021 W	Pisano Chapter 4 Is the Party Really Over?	<input type="checkbox"/> Exercise: Look for transformative innovation threats (including business models) to existing businesses/industries (ref. page 85) – be ready to share in Session 22 <input type="checkbox"/> Read Pisano Chapter 5 before Session 22 <input type="checkbox"/> Quiz (2 of 5) on Pisano Chapters 3 & 4 (40 points) due 11:59 pm. 11/4
22 11/8/2021 M	Pisano Chapter 5 Venturing Outside Your Home Court	<input type="checkbox"/> Read Pisano Chapter 6 before Session 23
23 11/10/2021 W	Pisano Chapter 6 Synthesis	<input type="checkbox"/> Read Pisano Chapter 7 before Session 24 <input type="checkbox"/> Quiz (3 of 5) on Pisano Chapters 5 & 6 (40 points) due 11:59 pm. 11/11

Session	Chapters Covered	Focus/Assignments/Activities
24 11/15/2021 M	Pisano Chapter 7 When to Hold 'Em and When to Fold 'Em	<input type="checkbox"/> Read Pisano Chapter 8 before Session 25 Uncertainty and Ambiguity <input type="checkbox"/>
25 11/17/2021 W	Pisano Chapter 8 The Paradox of Innovative Cultures	<input type="checkbox"/> Read Pisano Chapters 9 & 10 before Session 26 <input type="checkbox"/> Watch "Ben Chestnut: Creating an Environment for Creativity and Empowerment" Video <input type="checkbox"/> Quiz (4 of 5) on Pisano Chapters 7 & 8 (40 points) due 11:59 pm. 11/18
26 11/22/2021 M	Pisano Chapter 9 Leaders as Cultural Architects & Chapter 10 Becoming a Creative Constructive Leader	<input type="checkbox"/> Quiz (5 of 5) on Pisano Chapters 9 & 10 (40 points) due 11:59 pm. 11/27
27 11/24/2021 W		<input type="checkbox"/> Teams 1 through 4 R ³ Project Presentations
28 11/29/2021 M		<input type="checkbox"/> Teams 5 through 8 R ³ Project Presentations
29 12/1/2021 W		<input type="checkbox"/> Teams 9 through 12 R ³ Project Presentations