



SPRING 2024 MGMT 3310 Creativity and Innovation Syllabus

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

Instructor

Bill Conwell

CRN

23808

Office:

CoBA Room 258

Class Location:

CoBA Room 321

Office Hours:

M &W; 9:30 am to 4:30 pm, and by appointment

Class Days:

T & R

Class Hours:

1:30 pm to 2:50 pm

E-Mail:

wjconwell@utep.edu

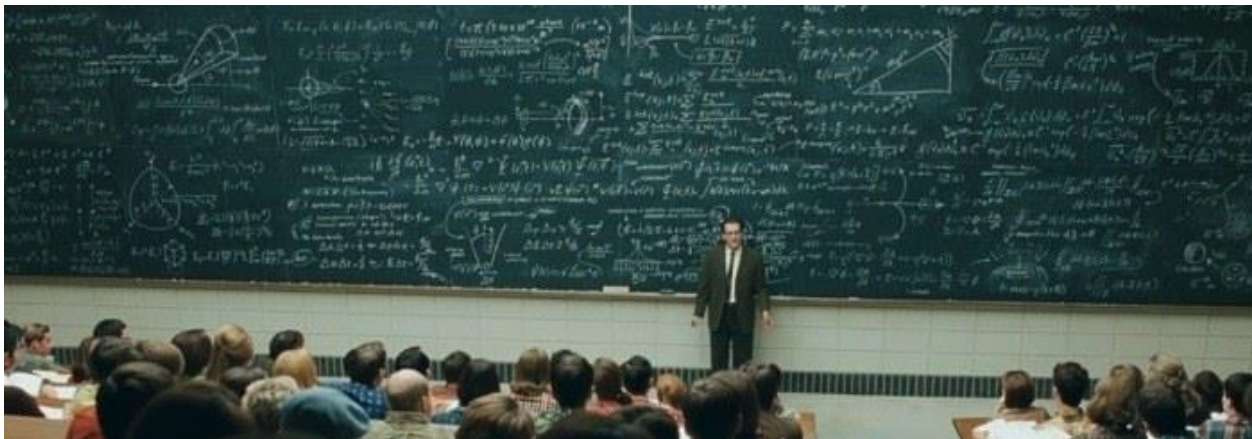
Phone:

915 747-7190

Semester:

Spring 2024

What course is this again?



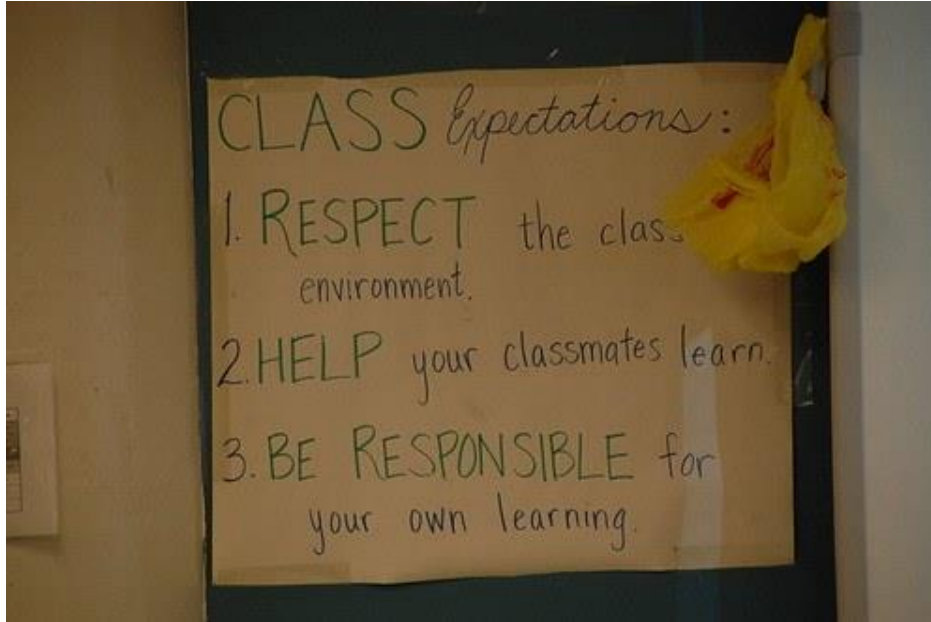
Catalog:

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.

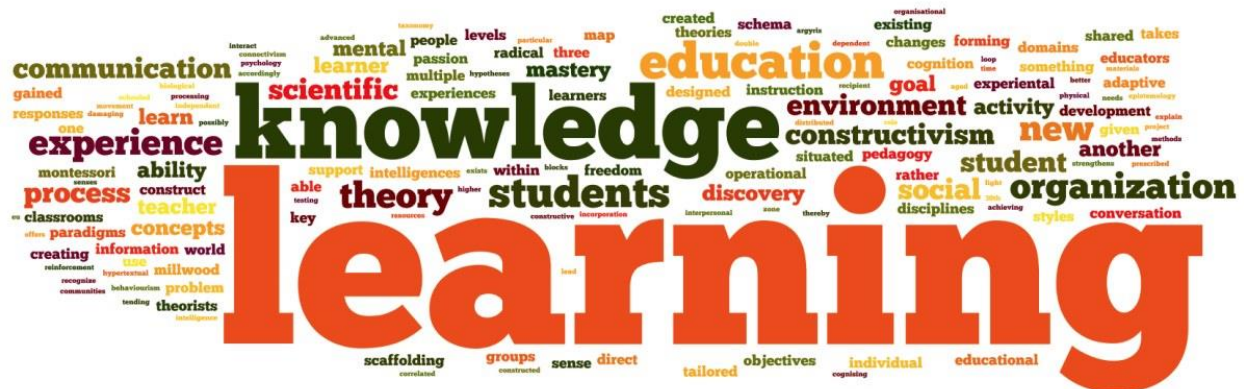
Course Expectations



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?



Student Learning Outcomes:

- SLO 1.0 Recognize that creativity is innate in all of us and its realization and application can be key to career and personal success.

- SLO 2.0 Realization that innovation is a methodology that assists and facilitates bringing creative ideas into actual products or services.
- SLO 3.0 Awareness that successful management of creativity and innovation is a key to business success.
- SLO 4.0 Demonstrate creativity, innovation, and teamwork learning and understanding through a semester project.

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 and possibly 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, please 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:** Individual and/or team assignments will be utilized 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:** *In-class* quizzes on reading material, videos, and class discussion items will be utilized to measure and reinforce understanding of key course concepts and learning objectives.
- **3. Project:** There will be a semester-long student-team project.
- **No extra credit is offered in this course.**

select

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

Assignments (3 total) Points	300
Quizzes (27 total - lowest 2 scores will be dropped) 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%

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 (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.

[Spring 2024 Course Syllabus Content MGMT 3310](#)

Subject to change if/as circumstances dictate.

Course Outline & Activity Plan:

Session	Chapters Covered	Focus/Assignments/Activities
1 1/16/2024 T	Course Intro Syllabus Review	<ul style="list-style-type: none"> LO: Understanding of class expectations, processes, & norms. READ Seelig's Introduction before Session 2
2 1/18/2024 R	Seelig Introduction	<ul style="list-style-type: none"> LO: Awareness that creativity exists in all of us, we just might not realize it. SLO 1.0 LO: We use creativity daily, factors that influence it, and there are ways and means to enhance it. SLO 1.0
3 1/23/2024 T		<ul style="list-style-type: none"> LO: Self-realization regarding how we judge something new or different (N, P, I?). SLO 1.0 Quiz (1 of 27) READ Seelig Chapter 1 before Session 4
4 1/25/2024 R	Seelig Chapter 1 "Spark a Revolution" IMAGINATION	<ul style="list-style-type: none"> LO: A key element in creativity is having fun. SLO 1.0 Quiz (2 of 27) ASSIGNMENT: (1 of 3) DESIGN (creative visual representation), NAME, & DEFINE (powers/weaknesses/nemesis) your own superhero. Include your name & ID (100 Points). Due at the beginning of Session 5. READ Seelig Chapter 2 before Session 5.
5 1/30/2024 T	Seelig Chapter 2 "Bring in the Bees" IMAGINATION	<ul style="list-style-type: none"> LO: A key element in creativity is having fun. SLO 1.0 Show & Tell – Super Heroes. READ Seelig Chapter 3 before Session 6 Quiz (3 of xx)
6 2/1/2024 R	Seelig Chapter 3 "Build, Build, Build, Jump!" IMAGINATION	<ul style="list-style-type: none"> LO: Realization that combining common things in uncommon pairings can lead to novel ideas and creative results. SLO 1.0 Quiz (4 of 27) READ Seelig Chapter 4 before Session 7 ASSIGNMENT: (2 of 3) Chindogu project, (100 Points). Bring a physical representation of your Chindogu project. Due at the beginning of Session 7.
7 2/6/2024 T	Seelig Chapter 4 "Are You Paying Attention?" KNOWLEDGE	<ul style="list-style-type: none"> LO: Understanding the importance of acute observation and its role in creative thinking and idea generation. SLO 1.0 Show & Tell – Chindogu. Quiz (5 of 27) READ Seelig Chapter 5 before Session 8

Session	Chapters Covered	Focus/Assignments/Activities
8 2/8/2024 R	Seelig Chapter 5 "The Table Kingdom" HABITAT	<ul style="list-style-type: none"> • LO: Appreciation of space and its role in support of the creative process. SLO 1.0 • Quiz (6 of 27) • 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 2/13/2024 T	Seelig Chapter 6 "Think of Coconuts" RESOURCES Seelig Chapter 7 "Move the Cat Food" HABITAT	<ul style="list-style-type: none"> • LO: Recognizing the relationship between constraints and creativity. SLO 1.0 • LO: Understanding the impact and role of incentives and feedback in stimulating and supporting creativity and innovation. SLO 1.0 • Quiz (7 of 27) • 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.
10 2/15/2024 R	Seelig Chapter 8 "Marshmallow on Top" ATTITUDE	<ul style="list-style-type: none"> • LO: Awareness of team dynamics and challenges as well as some of the tools to utilize in developing creative teams. SLO 1.0, SLO 4.0 • Quiz (8 of 27) • READ Seelig Chapter 9 before Session 11
11 2/20/2024 T	Seelig Chapter 9 "Move Fast – Break Things" ATTITUDE	<ul style="list-style-type: none"> • LO: Understanding that rapid experimentation is a key attribute of successful innovation - bringing creative ideas to life. SLO 1.0, SLO 2.0 • Quiz (9 of 27) • READ Seelig Chapter 10 & 11 before Session 12

Session	Chapters Covered	Focus/Assignments/Activities
12 2/22/2024 R	<p>Seelig Chapter 10 "If Anything Can Go Wrong, Fix It!"</p> <p>ATTITUDE</p> <p>Seelig Chapter 11 "Inside Out and Outside In"</p>	<ul style="list-style-type: none"> • LO: Appreciation of the fact that attitude is a key element in creation but perhaps more so in innovation. SLO 1.0, SLO 2.0 • LO: Appreciation and understanding of the components that make up Seelig's Innovation Engine and how, in combination, they support creativity and innovation. SLO 1.0, SLO 2.0 • Quiz (10 of 27) • READ Kelley Intro & Chapter 1 before Session 13
13 2/27/2024 T	<p>Kelley Introduction</p> <p>Kelley Chapter 1 "FLIP"</p>	<ul style="list-style-type: none"> • LO: Reinforcement of the fact that creativity is inherent, something to nurture, not to envy. SLO 1.0 LO: • Understanding the process involved in supporting and facilitating the transition of creative ideas into innovative products and services. SLO 2.0 Quiz (11 of 27) • READ Kelley Chapter 2 before Session 14
14 2/29/2024 R	<p>Kelley Chapter 2 "DARE"</p>	<ul style="list-style-type: none"> • LO: Realization that fear can inhibit creativity, but it is possible to utilize what we fear to enhance self-confidence and creative skills. SLO 2.0 Quiz (12 of 27) • READ Kelley Chapter 3 before Session 15

Session	Chapters Covered	Focus/Assignments/Activities
15 3/5/2024 T	Kelley Chapter 3 "SPARK"	<ul style="list-style-type: none"> • LO: Awareness and understanding of more tools and processes that can generate and capture creative thinking and ideas. SLO 1.0, SLO 2.0, SLO 3.0 • 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). • Quiz (13 of 27) • READ Kelley Chapter 4 before Session 16
16 3/7/2024 R	Kelley Chapter 4 "LEAP"	<ul style="list-style-type: none"> • LO: Introduction to means and methods to take your creative ideas from concept into the prototype process. SLO 1.0, SLO 2.0, SLO 4.0 • Assignment 3 of 3 group names due today. • Quiz (14 of 27) • READ Kelley Chapter 5 before Session 17
Spring Break 3/11 to 3/15		
17 3/19/2024 T	Kelley Chapter 5 "SEEK"	<ul style="list-style-type: none"> • LO: Developing an appreciation of finding the balance between what you like or want to do and what you need to do. SLO 2.0, SLO 4.0 • Students share the Session 15 assignment with the class. • Quiz (15 of 27) • READ Kelley Chapter 6 before Session 18
18 3/21/2024 R	Kelley Chapter 6 "TEAM"	<ul style="list-style-type: none"> • LO: Gain an appreciation of the role of teams, teamwork, and culture in the creation of an innovative workforce. SLO 1.0, SLO 2.0, SLO 3.0, SLO 4.0 • Students share the Session 15 assignment with the class. • Quiz (16 of 27) • READ Kelley Chapters 7 & 8 before Session 19

Session	Chapters Covered	Focus/Assignments/Activities
19 3/26/2024 T	Kelley Chapter 7 "MOVE" Kelley Chapter 8 "NEXT"	<ul style="list-style-type: none"> • LO: Awareness of, and introduction to, various tools and processes to unlock creative thinking as a bridge to creative confidence. SLO 2.0 • LO: Developing an appreciation of the need to create a personal bias toward action. SLO 3.0 • Students share the Session 15 assignment with the class. • Quiz (17 of 27) • READ Pisano Introduction before Session 20 • ASSIGNMENT: Think of what you consider to be the top two innovative companies in the US (and why). • Be ready to share in Session 20
20 3/28/2024 R	Pisano Introduction	<ul style="list-style-type: none"> • LO: Gain an appreciation of the challenges presented in trying to create transformative innovation in a business entity. SLO 3.0 • Quiz (18 of 27) • READ Pisano Chapters 1 & 2 before Session 21
3/28/2024 – Spring Drop/Withdrawal Date		
21 4/2/2024 T	Pisano Chapter 1 Beginning the Journey Pisano Chapter 2 Navigating the Route	<ul style="list-style-type: none"> • LO: 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. SLO 3.0 • LO: Appreciation of what is involved in aligning resources and innovation strategy to be able to best create and capture value in your organization. SLO 3.0 • QUIZ (19 of 27) • READ Pisano Chapter 3 before Session 22
22 4/4/2024 R	Pisano Chapter 3 Whatever Happened to Blockbuster?	<ul style="list-style-type: none"> • LO: Understanding that business model innovation and related design principles can be a key to competitive advantage. SLO 2.0, SLO 3.0 • ASSIGNMENT: Think of 2 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 • QUIZ (20 of 27) • READ Pisano Chapter 4 before Session 23
23 4/9/2024 T	Pisano Chapter 4 Is the Party Really Over?	<ul style="list-style-type: none"> • LO: Understanding and dealing with the potential threats of disruptive innovation and its impact on your business. SLO 3.0 • QUIZ (21 of 27) • READ Pisano Chapter 5 before Session 24

Session	Chapters Covered	Focus/Assignments/Activities
24 4/11/2024 R	Pisano Chapter 5 Venturing Outside Your Home Court	<ul style="list-style-type: none"> LO: Learning the challenges involved in searching for innovative problem-solving or opportunity-generation solutions as well as some means to facilitate the search process. SLO 3.0 QUIZ (22 of 27) READ Pisano Chapter 6 before Session 25
25 4/16/2024 T	Pisano Chapter 6 Synthesis	<ul style="list-style-type: none"> LO: Understanding the necessity of organizational synthesis in developing coherent business concepts to address challenges and opportunities and building the capability within an enterprise. SLO 3.0, SLO 4.0 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
26 4/18/2024 R	Pisano Chapter 7 When to Hold 'Em and When to Fold 'Em	<ul style="list-style-type: none"> LO: Develop an appreciation of the challenges in selecting an optimal problem solution or opportunity realization option and techniques and methodologies to support the effort. SLO 2.0, SLO 3.0, SLO 4.0 QUIZ (24 of 27) 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 4/23/2024 T	Pisano Chapter 8 The Paradox of Innovative Cultures	<ul style="list-style-type: none"> LO: Awareness of the contradictory aspects of an innovative culture and managing them to achieve successful innovation. SLO 3.0 QUIZ (25 of 27) READ Pisano Chapter 9 before Session 28 ASSIGNMENT: Consider a company or organization whose leadership has, or had, created a positive work culture. and be ready to share in session 28.
28 4/25/2024 R	Pisano Chapter 9 Leaders as Cultural Architects	<ul style="list-style-type: none"> LO: Understanding that leaders own culture and an introduction to ways and means to help create an innovative culture. SLO 3.0 Course Project Presentations continue. QUIZ (26 of 27) 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.

Session	Chapters Covered	Focus/Assignments/Activities
29 4/30/2024 T	Pisano Chapter 10 Becoming a Creative Constructive Leader	<ul style="list-style-type: none"> LO: Awareness and understanding of key traits of creative constructive leaders. SLO 3.0 QUIZ (27 of 27)
30 5/2/2024 R		<ul style="list-style-type: none"> TBD