



# Spring 2022 MGMT 3310 Creativity and Innovation Syllabus

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

### Instructor

Bill Conwell

### CRN

26105

### Office:

CoBA Room 258

### Class Location:

CoBA Room 329

### Office Hours:

M & F: 9 to 12 & 2 to 5; W: 1 to 4; and by appointment

### Class Days:

T & R

**Class Hours:**

10:30 am to 11:50 am

**E-Mail:**

wjconwell@utep.edu

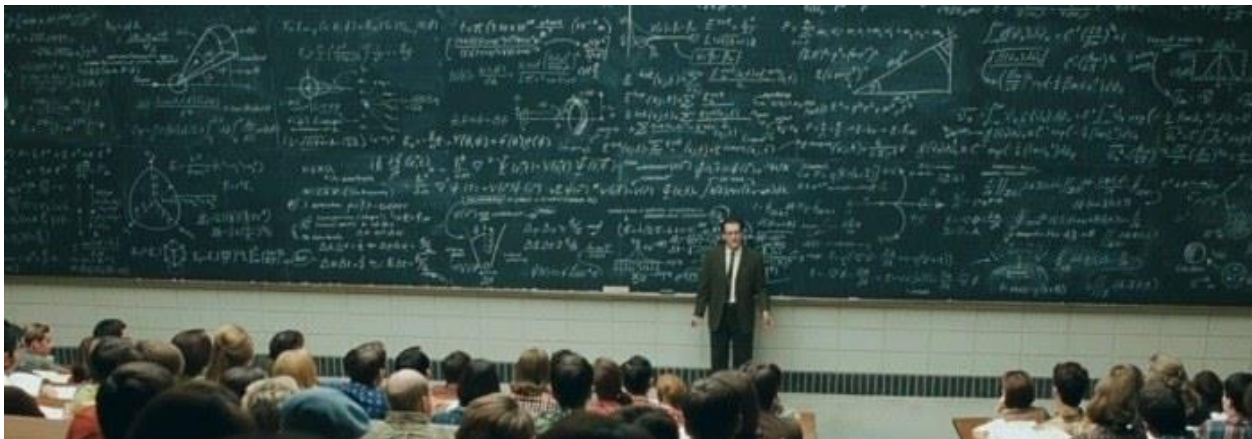
**Phone:**

915 747-7190

**Semester:**

Spring 2022

## What course is this again?



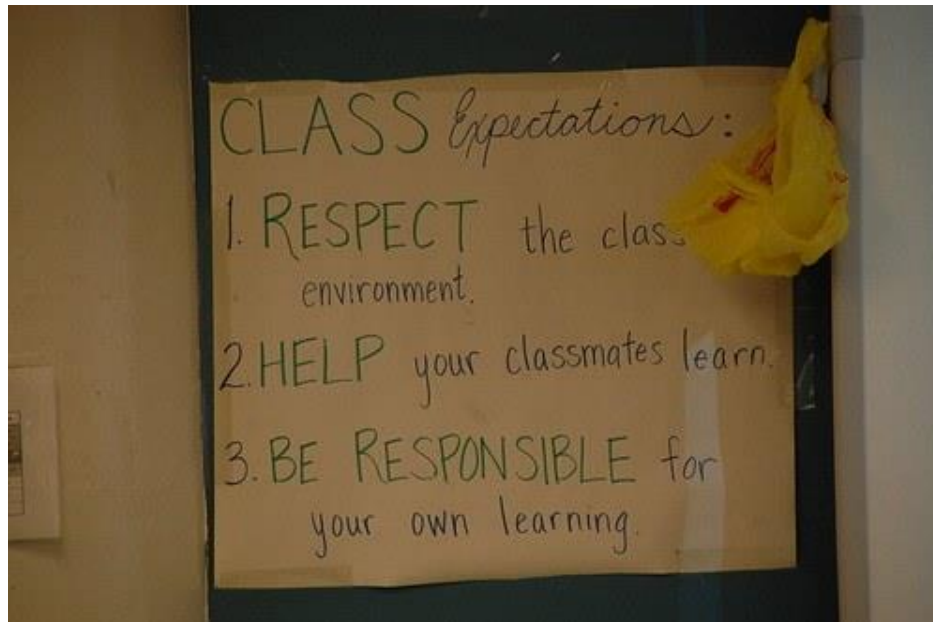
**Catalog:**

**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](https://www.utep.edu/technologysupport/ServiceCatalog/Student_Services.html)

## How will we communicate?



- 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](mailto: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](http://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.

Assessments will be used to monitor student progress as well.

## 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. Assessments:** Assessments on select chapter material, via Blackboard, will be utilized to measure and reinforce understanding of key chapter concepts and learning goals. Assessment submissions are due at the time stated. No points will be given for any late submissions.
- **3. Attendance:** You need to show up to add value to your classmates, the course material, and yourself. Grade points will be deducted for non-excused (as in not previously approved) absences. Each unexcused absence will reduce attendance points by 20%.

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

<b>Assignments (5 total) Points</b>	<b>500</b>
<b>Assessments (5 total) Points</b>	<b>400</b>
<b>Attendance Points</b>	<b>100</b>
<b>Total Weight Points</b>	<b>1,000</b>

**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. 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.

Spring 2022 Course Syllabus Content MGMT 3310

Subject to change if/as circumstances dictate.

Session	Chapters Covered	Focus/Assignments/Activities
1 1/18/2022 T	<b>Course Intro</b>	<ul style="list-style-type: none"> <li>Syllabus Review</li> <li>Read Seelig Introduction before Session 2</li> </ul>
2 1/20/2022 R	<b>Seelig Introduction</b>	<p><b>LG:</b> 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.</p> <ul style="list-style-type: none"> <li>The Innovation Engine</li> <li>Assignment: (1 of 5) Design (creative visual representation) &amp; define (powers/weaknesses/nemesis) your own Super Hero, include name &amp; student ID (100 Points) Due beginning of Session 3</li> </ul>
3 1/25/2022 T		<p><b>LG:</b> A key element in creativity is having fun. □</p> <p>Read Seelig Chapter 1 before Session 4</p> <p>□ Watch "Can Creativity be Taught?" Video</p>
4 1/27/2022 R	<b>Seelig Chapter 1 "Spark a Revolution"</b> <b>IMAGINATION</b>	<p><b>LG:</b> Realization that developing and utilizing the ability to reframe questions, situations, and problems can lead to increased imagination and creativity.</p> <ul style="list-style-type: none"> <li>Challenge: Bring an example of a joke that "changes the frame" for Session 5</li> <li>Read Seelig Chapter 2 before Session 5</li> </ul>
5 2/1/2022 T	<b>Seelig Chapter 2 "Bring in the Bees"</b> <b>IMAGINATION</b>	<p><b>LG:</b> Realization that combining common things in uncommon pairings can lead to novel ideas and creative results.</p> <ul style="list-style-type: none"> <li>Read Seelig Chapter 3 before Session 6</li> <li>Watch "A crash course in creativity: Tina Seelig at TEDxStanford" Video (more about Chindogu in video)</li> <li>Assignment: (2 of 5) Chindogu project, (100 Points) Due beginning of Session 6</li> </ul>
6 2/3/2022 R	<b>Seelig Chapter 3 "Build, Build, Build, Jump!"</b> <b>IMAGINATION</b>	<p><b>LG:</b> 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.</p> <ul style="list-style-type: none"> <li>Show &amp; Tell – Chindogu projects</li> <li>Read Seelig Chapter 4 before Session 7</li> <li>□ Watch "The Psychology of Creativity" Video</li> </ul>
7 2/8/2022 T	<b>Seelig Chapter 4 "Are You Paying Attention?"</b> <b>KNOWLEDGE</b>	<p><b>LG:</b> Understanding the importance of acute observation and its role in creative thinking and idea generation.</p> <p>□ Read Seelig Chapter 5 before Session 8</p>

Session	Chapters Covered	Focus/Assignments/Activities
8 2/10/2022 R	<p><b>Seelig</b> Chapter 5 "The Table Kingdom"</p> <p><b>HABITAT</b></p>	<p><b>LG:</b> Appreciation of space and its role in support of the creative process.</p> <p>□ <b>Read Seelig Chapters 6 &amp; 7 before Session 9</b></p>
9 2/15/2022 T	<p><b>Seelig</b> Chapter 6 "Think of Coconuts"</p> <p><b>RESOURCES</b></p> <p><b>Seelig</b> Chapter 7 "Move the Cat Food"</p> <p><b>HABITAT</b></p>	<p><b>LG:</b> Recognizing the relationship between constraints and creativity.</p> <p><b>LG:</b> Understanding the impact and role of incentives and feedback in stimulating and supporting creativity and innovation.</p> <ul style="list-style-type: none"> <li>• <b>Read Seelig Chapter 8 before Session 10</b></li> <li>• <b>Exercise Preparation: From the "Six Thinking Hats" from pages 139 &amp; 140, please decide what color hat best describes you and be ready to share in Session 10.</b></li> </ul>
10 2/17/2022 R	<p><b>Seelig</b> Chapter 8 "Marshmallow on Top"</p> <p><b>ATTITUDE</b></p>	<p><b>LG:</b> Awareness of team dynamics and challenges as well as some of the tools to utilize in developing creative teams. □ <b>Read Seelig Chapter 9 before Session 11</b></p>
11 2/22/2022 T	<p><b>Seelig</b> Chapter 9 "Move Fast – Break Things"</p> <p><b>ATTITUDE</b></p>	<p><b>LG:</b> Understanding that rapid experimentation is a key attribute of successful innovation - bringing creative ideas to life.</p> <ul style="list-style-type: none"> <li>• <b>Read Seelig Chapter 10 &amp; 11 before Session 12</b></li> <li>• <b>Watch "Dr. Stephen R. Covey – Paradigm" Video</b></li> </ul>

Session	Chapters Covered	Focus/Assignments/Activities
12 2/24/2022 R	<p><b>Seelig</b> Chapter 10 "If Anything Can Go Wrong, Fix It!"</p> <p><b>ATTITUDE</b></p> <p><b>Seelig</b> Chapter 11 "Inside Out and Outside In"</p>	<p><b>LG:</b> Appreciation of the fact that attitude is a key element in creation but perhaps more so in innovation.</p> <p><b>LG:</b> Appreciation and understanding of the components that make up Seelig's Innovation Engine and how, in combination, they support creativity and innovation.</p> <ul style="list-style-type: none"> <li>□ <b>Read Kelley Intro &amp; Chapter 1 before Session 13</b></li> </ul>
13 3/1/2022 T ZOOM	<p><b>Kelley</b> Introduction</p> <p><b>Kelley</b> Chapter 1 "FLIP"</p>	<p><b>LG:</b> Reinforcement of the fact that creativity is inherent, something to nurture, not to envy.</p> <p><b>LG:</b> Understanding the process involved in supporting and facilitating the transition of creative ideas into innovative products and services.</p> <ul style="list-style-type: none"> <li>• <b>Read Kelley Chapter 2 before Session 14</b></li> <li>• <b>Assignment: (3 of 5) Bring to Session 14 a quote, saying, or comment you have heard pertaining to fear, or consequences of failure (100 points) o Turn in at beginning of class 14 w/name &amp; ID</b></li> </ul>
14 3/3/2022 R	<p><b>Kelley</b> Chapter 2 "DARE"</p>	<p><b>LG:</b> Realization that fear can inhibit creativity but it is possible to utilize what we fear to enhance self-confidence and creative skills.</p> <ul style="list-style-type: none"> <li>□ <b>Read Kelley Chapter 3 before Session 15</b></li> </ul>
15 3/8/2022 T	<p><b>Kelley</b> Chapter 3 "SPARK"</p>	<p><b>LG:</b> Awareness and understanding of more tools and processes that can generate and capture creative thinking and ideas.</p> <ul style="list-style-type: none"> <li>• <b>Assignment: (4 of 5) 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.</b> <ul style="list-style-type: none"> <li>o <b>Individual or pairs, your choice (names to me in Session 16) o Consider such things as if empathetic design considerations were considered</b></li> <li>o <b>Will share results with class in Sessions 17, 18, &amp; 19</b></li> </ul> </li> <li>• <b>Read Kelley Chapter 4 before Session 16</b></li> </ul>
16 3/10/2022 R	<p><b>Kelley</b> Chapter 4 "LEAP"</p>	<p><b>LG:</b> Introduction to means and methods to take your creative ideas from concept into the prototype process.</p> <ul style="list-style-type: none"> <li>□ <b>Read Kelley Chapter 5 before Session 17</b></li> </ul>

Session	Chapters Covered	Focus/Assignments/Activities
<b>Spring Break, 3/14 to 3/18</b>		
17 3/22/2022 T	<b>Kelley</b> Chapter 5 "SEEK"	<b>LG:</b> Developing an appreciation of finding the balance between what you like, or want to do, and what you need to do. <ul style="list-style-type: none"> <li>Students share Session 15 assignment with class</li> <li><b>Read Kelley Chapter 6 before Session 18</b></li> </ul>
18 3/24/2022 R	<b>Kelley</b> Chapter 6 "TEAM"	<b>LG:</b> Gain an appreciation of the role of teams, teamwork, and culture in the creation of an innovative workforce. <ul style="list-style-type: none"> <li>Students share Session 15 assignment with class</li> <li><b>Read Kelley Chapters 7 &amp; 8 before Session 19</b></li> </ul>
19 3/29/2022 T	<b>Kelley</b> Chapter 7 "MOVE"  <b>Kelley</b> Chapter 8 "NEXT"	<b>LG:</b> Awareness of, and introduction to, various tools and processes to unlock creative thinking as a bridge to creative confidence. <b>LG:</b> Developing an appreciation of the need to create a personal bias toward action. <ul style="list-style-type: none"> <li>Students share Session 15 assignment with class</li> <li><b>Read Pisano Introduction before Session 20</b></li> <li><b>Watch "Professor Gary Pisano: Three Steps for Creating an Innovative Culture" Video</b></li> </ul>
20 3/31/2022 R	<b>Pisano</b> Introduction	<b>LG:</b> Gain an appreciation of the challenges presented in trying to create transformative innovation in a business entity. <ul style="list-style-type: none"> <li><b>Read Pisano Chapters 1 &amp; 2 before Session 21</b></li> </ul>
<b>4/1/2022 – Spring Drop/Withdrawal Date</b>		
21 4/5/2022 T	<b>Pisano</b> Chapter 1 Beginning the Journey  <b>Pisano</b> Chapter 2 Navigating the Route	<b>LG:</b> Awareness of the need for a strategy to support innovation as well as alignment of types of innovation relative to your organization's technical competences and business model. <b>LG:</b> Appreciation of what is involved in aligning resources and innovation strategy in order to best create and capture value in your organization. <ul style="list-style-type: none"> <li><b>Read Pisano Chapter 3 before Session 22</b></li> <li><b>Assessment (1 of 5) on Pisano Chapters 1 &amp; 2 (80 points) due 11:59 pm. Apr 6</b></li> </ul>
22 4/7/2022 R	<b>Pisano</b> Chapter 3 Whatever Happened to Blockbuster?	<b>LG:</b> Understanding that business model innovation and related design principles can be a key to competitive advantage. <ul style="list-style-type: none"> <li><b>Read Pisano Chapter 4 before Session 23</b></li> </ul>
23 4/12/2022 T	<b>Pisano</b> Chapter 4 Is the Party Really Over?	<b>LG:</b> Understanding and dealing with the potential threats of disruptive innovation and its impact on your business. <ul style="list-style-type: none"> <li><b>Read Pisano Chapter 5 before Session 24</b></li> <li><b>Assessment (2 of 5) on Pisano Chapters 3 &amp; 4 (80 points) due 11:59 pm. Apr 13</b></li> </ul>



Session	Chapters Covered	Focus/Assignments/Activities
24 4/14/2022 R	<b>Pisano</b> Chapter 5 Venturing Outside Your Home Court	<p><b>LG:</b> Learning the challenges involved in searching for innovative problem solving or opportunity generation solutions as well as some means to facilitate the search process.</p> <ul style="list-style-type: none"> <li>• <b>Read Pisano Chapter 6 before Session 25</b></li> <li>• <b>Assignment: (5 of 5) Bring to Session 25 an example of where you "ventured outside your home court" and found an answer, solution, or creative idea to address a problem or opportunity (100 points)</b> ◻ Turn in at beginning of class 25 w/name &amp; ID</li> </ul>
25 4/19/2022 T	<b>Pisano</b> Chapter 6 Synthesis	<p><b>LG:</b> Understanding the necessity of organizational synthesis in developing coherent business concepts to address challenges and opportunities and building the capability within an enterprise.</p> <ul style="list-style-type: none"> <li>• <b>Read Pisano Chapter 7 before Session 26</b></li> <li>• <b>Assessment (3 of 5) on Pisano Chapters 5 &amp; 6 (80 points) due 11:59 pm. Apr 20</b></li> </ul>
26 4/21/2022 R	<b>Pisano</b> Chapter 7 When to Hold 'Em and When to Fold 'Em	<p><b>LG:</b> Develop an appreciation of the challenges in selecting an optimal problem solution or opportunity realization option and techniques and methodologies to support the effort. ◻</p> <p><b>Read Pisano Chapter 8 before Session 27</b></p>
27 4/26/2022 T	<b>Pisano</b> Chapter 8 The Paradox of Innovative Cultures	<p><b>LG:</b> Awareness of the contradictory aspects of an innovative culture and managing them to achieve successful innovation.</p> <ul style="list-style-type: none"> <li>• <b>Read Pisano Chapter 9 before Session 28</b></li> <li>• <b>Watch "Ben Chestnut: Creating an Environment for Creativity and Empowerment" Video</b></li> <li>• <b>Assessment (4 of 5) on Pisano Chapters 7 &amp; 8 (80 points) due 11:59 pm. Apr 27</b></li> </ul>
28 4/28/2022 R	<b>Pisano</b> Chapter 9 Leaders as Cultural Architects	<p><b>LG:</b> Understanding that leaders own culture and an introduction to ways and means to help create an innovative culture.</p> <p>◻ <b>Read Pisano Chapter 10 before Session 29</b></p>
29 5/3/2022 T	<b>Pisano</b> Chapter 10 Becoming a Creative Constructive Leader	<p><b>LG:</b> Awareness and understanding of key traits of creative constructive leaders.</p> <p>◻ <b>Assessment (5 of 5) on Pisano Chapters 9 &amp; 10 (80 points) due 11:59 pm. May 4</b></p>
30 5/5/2022 R	<b>TBD</b>	◻ ?