**[](https://www.eou.edu/)Course Number:** MBA TBD

**Course Name:** Creativity and Innovation

**Course Description:** This course will provide students with an understanding of the sources and uses of creativity and innovation within organizations and society. Students will study tools and techniques designed to help produce innovative solutions, learn the principles required to develop creative teams, and develop an appreciation for the linkage between bounded risk taking and competitive advantage. Case studies and class exercises will explore organizations and individuals that excel at producing break-through products and services and those who took their eye off the ball. Students will also assess their own personal creative capacity and explore techniques to harness and enhance those skills.

**Credit Hours:** 3 hours

**Professor:** TBD

**Office:** TBD

**eMail:** TBD

**Office Hours:** TBD

**Classroom:** NA

**Class time:** Online

**Required Text and Readings:**

Case packet is available from EOU bookstore (or online provider).

*Regular reading of professional business journals or newspapers such as The Wall Street Journal, Business Week, The Economist, Fortune, Forbes, INC., is highly recommended. The EOU library has subscriptions to many of these publications, and additional business resources, that are available free of charge to EOU students.*

**Prerequisites:** Admitted MBA student in good academic standing

**Learning Outcomes**: On completion, students should demonstrate the following outcomes.

1. Identify the common barriers to creativity and innovation
2. Explain the difference between invention, innovation, and imitation
3. Demonstrate an understanding of disruption and diffusion of innovations
4. Build creative teams based on diversity in background and life experience
5. Share common tools & techniques for finding innovative solutions
6. Evaluate the potential risks and rewards of being the first mover
7. Assess strategies to construct an innovative corporate culture

**Course Overview:**

Story of 3M and 100+ years of innovation…where your post-it note came from…

In this course we will study creativity and innovation and their role in society and high achieving organizations. We will explore how visionary thinking and disruptive innovation has profoundly changed the world that we live in. We will also master the techniques required to bring these types of outcomes to our own organizations and business challenges. **Innovation and creativity are to key gaining and maintaining leadership in any marketplace.**

**Means of Assessment**: All learning outcomes are assessed with class discussion, case analysis, discussion briefs, and a comprehensive final project.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assignment** | **Due Date** | **Max Score** | **Percentage of Total Grade** | **Learning**  **Outcomes** |
| Discussion & Participation | entire class | 100 | 10% | 2 - 6 |
| Case Analysis | weekly | 300 | 30% | 1 - 7 |
| Class Exercises | Week 1, 3, 6, 9 | 600 | 60% | 1 - 7 |
| Course Total |  | 1,000 | 100% |  |

* **Discussion & Participation: 10% of Final Grade**

Working successfully in business requires collaboration, communication, and teamwork. This class will give you the opportunity to learn in a highly active and collaborative environment. 10% of your grade will be based on your regular participation in class discussions.

Of course, you must attend in order participate, yet we are looking for much more. You are expected to read assignments before class and be prepared to discuss the assigned topics in a spirited but respectful manner. The quantity of your participation is not as important as the quality of your participation. Your participation will be evaluated based on your ability to provide insightful analysis of discussion topics versus simply reciting theory and facts.

Your first assignment with respect to attendance and participation is to make sure that you have a current picture uploaded in Canvas and a complete LinkedIn profile. Show proof of LinkedIn profile by either connecting to your instructor or uploading a screen-shot on Canvas.

* **Case Analysis: 30% of Final Grade**

You will be presented with a case that summarizes the current situation of an existing organization and a critical set of decisions that must be made. Your job is to carefully sift through the information presented, decide which factors are most relevant to the current situation, weigh the options, and then propose a course of action.

Just as in real life, not all cases will contain complete information. In many cases you will need to make reasonable assumptions and then work through the scenario. This may also mean that you will need contingency plans just in case things don’t unfold as expected.

With most cases we are not looking for a specific “right” answer, we are more interested in the analytical tools and reasoning used to arrive at the conclusion, and how well you can support and defend your plan of action.

Papers must be submitted before the due date posted on Canvas. **Response briefs will only be accepted on Canvas and late briefs will not be accepted.**

* **Creativity Exercises: 60% of Final Grade**

The first exercise will be performed by each student as an individual. The class will be broken into teams to complete exercises 2, 3, and 4.

Exercise 1: Personal innovation assessment

Exercise 2: Brainstorm a new product or service

Exercise 3: Exploring existing problems or consumer needs to identify a new offering

Exercise 4: Use the techniques of user-centered innovation to create an offering

The goal is for students to master different techniques associated with creativity, innovation, and problem solving. Specific details on each assignment will be published on Canvas.

*Projects must be submitted on Canvas before the posted date.* ***Late projects will not be accepted.***

The letter grade equivalent for the total points is as follows:

|  |  |
| --- | --- |
| **Grade** | **Minimum Points** |
| A | 95 |
| A- | 90 |
| B+ | 86 |
| B | 83 |
| B- | 80 |
| C+ | 76 |
| C | 73 |
| C- | 70 |
| D | 60 |
| F | <60 |

**General Education Category and Outcomes**: This is a core required course for the Master of Business Administration degree program.

**University Writing Requirement (UWR) Outcomes:** Does not qualify as UWR

EOU Writing Center

The Writing Center provides a place — physical or virtual — where every EOU writer can find an interested, responsive reader. Writing tutorials are free of charge for EOU’s undergraduate and graduate students who are writing for any course at any level, or who are writing resumes, job letters, graduate applications, and more. Go to eou.mywconline.com to schedule an appointment in the Writing Center (Loso Hall 234). Students in online course can also visit the eTutoring page to submit papers to a writing tutor.

**Statement on Student Conduct:**

Eastern Oregon University places a high value upon student safety and protecting the inclusive and inviting nature of the learning environment. The university does not permit behavior that is disrespectful, threatening, or disruptive; to faculty, other students, or the learning process. This policy applies both inside and outside the classroom. Please refer to the student Code of Conduct for more details: <https://www.eou.edu/student-affairs/code-of-conduct/>

**Statement on Academic Misconduct**:

Eastern Oregon University also places a high value upon the integrity of its student scholars. Any student found guilty of an act of academic misconduct (including, but not limited to, cheating, plagiarism, or theft of an examination or supplies) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or being expelled from the University—or a combination of these. Please see Student Handbook at: http://www.eou.edu/saffairs/handbook/honest.html

**Accommodations/Students with Disabilities Policy:**

Any student who feels he or she may need an accommodation for any type of disability, please make an appointment to see me during my office hours or contact the Disability Services Office in Loso Hall, Room 234. Phone: 541-962-3081 ([disabsvc@eou.edu](mailto:disabsvc@eou.edu)). You can learn more about the types of services offered here: [https://www.eou.edu/disability/accommodations](https://www.eou.edu/disability/accommodations/)/.

**Syllabus Prepared By**: W. Zehr

**Date**: 3/21/2017