



Vision

Our vision is to be a leading regional public business college in Arkansas, with national recognition in selected fields or areas.

Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current and responsive curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the regional and global business community.

In carrying out this mission, the College of Business is guided by the following core values:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	MKTG 2376
Course Name:	Business Innovation and Creative Thinking
CRN:	17434
Semester:	Fall 2012
Location:	Imagine Lab
Class Hours:	Noon – 1:15 pm

Instructor Information

Name:	Dan Fisher
Office Location:	COB 312-I
Work Email:	djfisher@uca.edu
Phone:	450-5329
Office Hours:	Monday and Wednesday 9-12 & 3-5; please make an appointment

Prerequisites:

Selection into the Innovation & Entrepreneurship Major

Textbook and Instructional Materials Required:

Title	Author(s)
The Ten Faces of Innovation	Tom Kelley with Jonathan Littman
A Whole New Mind: Why Right-Brainers Will Rule the Future	Daniel Pink
The Myths of Innovation	Scott Berkun
Presentation Zen	Garr Reynolds

Course Description:

The ability to create and innovate differentiates humans from other species and is fundamental to our superior adaptation to the natural environment. In much the same manner, creativity is the lifeblood of business organizations and is the most important ingredient in their survival

and growth. However, it's this very idea that creative ability is genetic, rather than something that can be better understood and learned, that has established one of the most damaging myths about innovation. It blocks the vast majority of people and organizations from becoming truly innovative.

Creativity is the ultimate business weapon. We need to understand how it works and practice it in a hands-on way. Creativity will be used the rest of your life to discover game-changing opportunities and build flourishing businesses around these. This class is the foundation for and your first step toward creating and effectively communicating something new and different – that others find valuable.

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Course Objectives:

Acquire the toolkit and practice the behaviors to be creative and innovative.

Learn how to get lots of ideas.

Learn to test these as quickly as possible.

Learn how to make your ideas truly different and disruptive.

Learn how to communicate ideas persuasively. Good ideas presented poorly don't ever make it.

Course Delivery Method:

Class will consist of a relentless string of monotonous powerpoint presentations. Nah, just kidding. Buckle up, young Jedi. We will learn by doing, collaborating, prototyping, and presenting. Our methods are hands-on and involve continuous practice and feedback cycles.

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Grading:

Grades will be assigned according to the following scale:

- A. ≥ 89.5
- B. ≥ 79.5 and $< 89.5\%$
- C. ≥ 69.5 and $< 79.5\%$
- D. ≥ 59.5 and $< 69.5\%$
- F. < 59.5

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Description of Major Deliverables/Course Requirements:

Individual Component: (50% of final grade)

Assignments (25% of final grade)

We learn by doing and practicing. There will be interesting assignments to do that we will share and discuss in our class workshops.

Quizzes & Test (25% of final grade)

Reading is important because it gives you so many ideas from so many different perspectives. The books in this class are also fun to read and provide in-depth coverage of key topics. Class discussion, where we share ideas, is a huge part of this class and creative process. Quizzes will keep you honest.

As far as tests go, these won't be your normal tests. You'll see.

Attendance (You snooze, you lose)

Be here everyday. As a project-based, experiential class, the in-class experience and knowledge cannot be substituted through another method – say reading the textbook in place of a lecture from the textbook.

Your passion for what you are learning to do should have you excited to come each and everyday.

Attendance will be taken each day. Barring official reasons, each day missed will result in a 3.3333% deduction from your final grade. Miss 3 classes, drop a letter grade for the class. If you are late to class, this too will count as an absence.

What you will learn is that creativity requires an incredible amount of discipline and routine. It's a hardcore, all-in lifestyle.

Group Component: Presentation and Demonstration of Creative Ideas (50% of final grade)

Creativity Toolkit and Exercise (10% of final grade)

1. Present a creativity technique to the rest of the class (I will give you several creativity websites from which to choose and gather information).
2. Announce name of team ("idea firm") and slogan.

Find the “Right” Problem. Create Solutions. (25% of final grade)

iPhone Application Project or New Product/Business Ideas (15% of final grade)

Class Schedule:

Topical Outline

- 1. Creativity Rising: Turn “Right” Here, “Right” Now**
- 2. The Creation of Creativity and Debunking the Myths**
- 3. Origins and Functions of Creativity: Why creativity? Where is creativity? Who is creative? What is the creative process?**
- 4. Association**
- 5. Observation**
- 6. Networking**
- 7. Experimentation and Prototyping**
- 8. Cultures of Innovation: Developing Creative Organizations**
- 9. New Product Development: Innovate or Die**
- 10. To Sell Is Human: Perfecting the Pitch**

Evaluations (Fall & Spring)

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the twelfth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

Policies and Procedures:

Attendance and Drop policies:

Be here everyday. As a small, project-based, experiential class, the in-class experience and knowledge cannot be substituted through another method – say reading the textbook in place of a lecture from the textbook.

Your passion for what you are learning to do should have you excited to come each and everyday.

Assignment Submission:

On time, no exceptions.

Makeup Exams:

Everyday is a test. Don't miss one.

Classroom Policies:

Question everything.

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Title IX

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <http://uca.edu/titleix>.

Emergency Procedures Summary (EPS):

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources:

None.

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.

Learning Goals:

Goal 4: Effective Communication Abilities

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Learning Objective:

Students will be able to deliver professional quality oral presentations

Measure:

Students will give an oral presentation on a business topic

A grading rubric will be used to assess levels of skills – Starting Fall 2013 this will be the UCA Core Oral Communication Rubric

Benchmark:

Mean score of students assessed with the rubric will be 11.2 points, or greater, out of the 16 available points. “Legacy” assessments indicated that these criteria would be attainable without being too easy.

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