



MGT 3550 (Call #9695)
Creativity & Innovation Management

Fall 2019
3.0 Credit Hours

Instructor	Robert L. (Lenie) Holbrook, Jr.	Telephone	(740) 593-2077
Office	Copeland 308	E-mail	holbrook@ohio.edu
Office Hours	Tu/Th 1:30-2:30; W 9:00-11:00	Class	
Class Times	Tu/Th 3:05-4:25	Location	Alden Library 322
Other Classes	Tu/Th 12:00-1:30; Th 10:30-11:50		

MISSION STATEMENT:

The College of Business provides a distinctive learning environment that actively engages students, faculty, and the business community in developing knowledge and skills relevant for success in a complex, global economy.

This environment stimulates student learning and faculty research so that our graduates are able to: a) apply a holistic, integrated approach to business problems; b) apply the communication, leadership, team and technological skills needed to succeed in their business careers; c) understand how to work with people from other cultures and to operate effectively in other countries; and d) understand the social responsibilities of individuals and organizations and evaluate the ethical dimensions of decisions in a business context.

COURSE BOOK/RESOURCES:

T. Seelig (2015). InsightOut, New York: HarperOne. (ISBN 978-0-06-230127-7)
Course Website: <https://people.ohio.edu/holbrook/mgt3550.html> (I DO NOT USE BLACKBOARD)

COURSE DESCRIPTION:

Examination of the role of creativity and innovation in business with a particular focus on the management of the innovation process. Students will explore personal creativity, management practices that enhance or suppress creativity, the relationship between creativity and innovation, and the process of innovation in a business setting.

PREREQUISITE:

Sophomore (or higher) standing.

COURSE OBJECTIVES:

General learning outcomes for the course include:

- Developing an integrative approach to innovation, creativity and design, and understanding how these topics fit together across disciplines;
- Researching the relationship between creativity and other standard measures of success; and
- Identifying creativity tools and techniques that will help improve an organization's effectiveness

COURSE REQUIREMENTS:

Students will be expected to read the assigned text as indicated in the schedule below. There will be periodic Readings Quizzes to assess understanding. In addition, students are expected to utilize this material, as well as other concepts and techniques provided in class meetings in a Comprehensive Exam. There are individual and group projects. Individually, students will explore aspects of creativity by producing mandalas. As groups, students will apply creativity techniques to a real-world opportunity for an area client organization. Additional information is available in the next section and more detailed information is available on the course website.

EVALUATION/GRADING:

A total of 300 points will be available during the semester and can be earned as follows:

50 points	Readings Quizzes (5)
75 points	Comprehensive Exam
50 points	Individual Projects: Jung Test (10); Mandalas/Reflection (15); Movie Journal (25)
25 points	Group Member Evaluation
100 points	Group Projects: Report I (25); Presentation (25); Report II (50)

The grading scale is as follows:

A	282 or more points	B-	240 to 251 points	D+	201 to 209 points
A-	270 to 281 points	C+	231 to 239 points	D	192 to 200 points
B+	261 to 269 points	C	222 to 230 points	D-	180 to 191 points
B	252 to 260 points	C-	210 to 221 points	F	179 or fewer points

- There is no set number of As or Bs for the course (i.e., if everyone in the class earns an A, they will get it). I do not grade on a curve nor do I bump up grades to the next letter even if the total is just one point away.
- Readings Quizzes will be given over each section of the book (five total). Responses will be short answer. Each quiz is worth 10 points. There are no make-up quizzes.
- There are individual and group components to the evaluation. You will not receive higher than a D+ for the course without a passing average (60 percent of available points) on the individual elements. In other words, you may not use the group elements to compensate for poor performance on the individual elements.
- Evaluation items for projects along with detailed instructions will be announced in class and made available on the Projects web page.

COURSE POLICIES:

Please be mindful of the following:

- Attendance is a critical component of the course. All absences (excused or unexcused) count toward the attendance policy. Each absence above THREE results in a 10-point reduction in the final total; each half absence above THREE results in a 5-point reduction. Late arrivals and early departures, regardless how late or early, are treated as half absences. Perfect attendance (no full or partial absences, excused or unexcused) for the semester will earn 10 bonus points as long as behavior in class is professional. Missed Readings Quizzes cannot be made up, but an accommodation will be offered for documented and verifiable excused absences (defined as authorized University activity, service or training for military reserves, recognized religious holiday, or illness). When you are absent, it is your responsibility to determine what you missed by contacting a classmate.
- All out-of-class assignments must be submitted as indicated on the schedule before class starts. Some items are submitted in class. For others, submission is electronic (see next bullet point). Late submissions will be penalized without exception. The late penalty is 25 percent of the overall value per day (not per class meeting). If you submit late, you must notify the instructor by e-mail.
- Electronic submission via Turnitin.com is a multi-step process. Be sure you complete all steps and receive a confirmation e-mail. This e-mail is your only protection in the event I indicate no submission was received. In such cases, you must provide the confirmation email to be allowed an opportunity to re-submit for full credit consideration. I will not accept document properties as evidence the assignment was completed on time. Reading check: send me an e-mail message (if you tell me in class I will cancel the bonus) stating that “document properties will never be accepted as evidence of on-time submission” by noon on Monday, September 9 and I will give you three bonus points. Please do not tell other class members about this offer. It is a reward for carefully reading the syllabus.
- Electronic devices of any kind (including cell phones) are not to be used during class unless there is a bona fide learning-related issue. In such cases, official documentation will be required. The first violation will result in a warning. Each repeat violation will be treated as a half absence.
- The lectures, classroom activities, and all materials associated with this class and developed by the instructor are copyrighted in the name of Robert L. Holbrook, Jr. on August 26, 2019. You may not photograph or record class content. You may not reuse (outside the scope of this class and its requirements) any of these materials without the instructor’s written permission.

COMMUNICATION WITH STUDENTS:

Catmail is an official means of communication among students, faculty, and administrators at Ohio University and is the preferred means of communication between you and the instructor. You may receive a variety of very important e-mail messages from various offices on campus for which some timely response will be required. The official email system for students is identified by OhioID@ohio.edu and can be accessed at catmail.ohio.edu or via the MyOhio portal.

Please remember that:

- You are responsible for monitoring and managing your account regularly, even during breaks.
- You are responsible for all announcements, requests, and/or sensitive information delivered to your Ohio e-mail account, including information related to this course.
- You may electronically forward your Ohio University e-mail to another e-mail address (e.g., @aol.com, @hotmail.com), but at your own risk. The University is not responsible for the handling of forwarded e-mail. Having e-mail forwarded does not absolve you from the responsibilities associated with communication sent to your official Ohio University e-mail address.
- If you have any questions regarding your OU e-mail account, you should contact the Service Desk (740-593-1222). You should report any problems related to e-mail to the Help Desk as well.

UNIVERSITY POLICIES ON ACADEMIC BEHAVIOR:

Academic Dishonesty: (Student Code of Conduct, Academic Misconduct) – Cheating in any form (including plagiarism, intentional or unintentional) is a serious breach of academic conduct; punishment for offenses range from a grade of zero on the assignment to referral to University Judiciaries and/or expulsion from the university.

Plagiarism Policy: Plagiarism is using someone else’s words or ideas as if they are your own. Plagiarism or other forms of cheating will not be tolerated – and will result in a grade of zero for an assignment or failure of the course, at the discretion of the instructor. Give proper credit (with a citation and full reference) when using someone else’s work. In this course, you do not have to provide a citation/reference for material quoted from InsightOut as long as you make it clear that you are quoting (i.e., by putting material in quotes and explicitly saying “InsightOut says”).

Academic and Classroom Misconduct: Academic integrity and honesty are basic values of Ohio University. Students are expected to follow standards of academic integrity and honesty. Academic misconduct is a violation of the Ohio University Student Code of Conduct subject to a maximum sanction of disciplinary suspension or expulsion as well as a grade penalty in the course.

Code of Conduct Violations: In addition to the sanctions listed above, the instructor may ask an offending student to leave the classroom if the behavior disrupts the learning process or represents a deliberate refusal to comply with course policies (note: this includes repeated use of electronic devices). The Office of Community Standards and University Judiciaries have the right to impose additional sanctions. Students may appeal academic sanctions through the grade appeal process.

ADA STATEMENT:

Any student who suspects s/he may need an accommodation based on the impact of a disability should contact the class instructor privately to discuss the student’s specific needs and provide written documentation from the Office of Student Accessibility Services. If the student is not yet registered as a student with a disability, s/he should contact the Office of Student Accessibility Services. Course requirements cannot be waived, but reasonable accommodations may be provided based on disability documentation and course objectives. Accommodations cannot be made retroactively.

DUTY TO REPORT SEXUAL MISCONDUCT:

If I learn of any instances of sexual misconduct (student-student, faculty-student, administrator-student), relationship violence, stalking, or other forms of prohibited sexual misconduct, I am required to report them (i.e., all university employees are mandatory reporters if they learn of sexual misconduct). If you wish to share such information in confidence, please contact one of the many confidential resources listed at <http://www.ohio.edu/equity-civil-rights/Resources.cfm>. For your protection and mine, any one-on-one meetings will either be scheduled in a public location or my office. If we meet in my office, the door will always be left partially open and you will be seated next to the door.

OTHER UNIVERSITY POLICIES:

Students should review at least the following policies in the current student handbook that are relevant to syllabus requirements: Attendance Regulations, Student Grievances, Americans with Disabilities Act, Honor System, Drop-Add Procedures, Student Inspection in Tests and Examinations, Student Conduct Code, and Withdrawal from the University.

CAVEAT:

This syllabus is not a contract. It is intended to be flexible in order to facilitate class learning. As such, the syllabus may be changed, revised, and/or modified any time deemed necessary at the instructor's sole discretion.

CLASS CALENDAR:

NOTE: Readings should be completed before class on the date they are assigned.

<u>Date</u>	<u>Topic</u>	<u>Readings / Activities</u>
Aug 27	Introductions, Schedule, General Expectations <i>Deliverable: Jung Typology Test (Individual)</i>	Spontaneous Stories
Aug 29	Thinking Differently / A Few Definitions	10 Ways to Be a Better Thinker
Sep 3 Sep 5	Some of the Most Creative People I Know Insight: Introduction (Quiz: Individual)	Group Project I Launch InsightOut (pp. 1-18)
Sep 10 Sep 12	Why Creativity? Finding Creativity: Where Is Your Hot Spot?	Mandala Project Launch
Sep 17 Sep 19	Project I Brief Presentations / Meet the Client <i>Deliverable: Project I Report (Group)</i> Project II Questions / Clarification	Group Project II Launch
Sep 24 Sep 26	Insight: Imagination (Quiz: Individual) Open Source	InsightOut (pp. 19-57)

<u>Date</u>	<u>Topic</u>	<u>Readings / Activities</u>
Oct 1	Importance of Individual Liberty	
Oct 3	Mandala Debrief <i>Deliverable: Mandalas (Individual)</i>	
Oct 8	Insight: Creativity (Quiz: Individual)	InsightOut (pp. 59-97)
Oct 10	The Creative Type / Personality	Ten Traits
Oct 15	Movie Day (TBD)	
Oct 17	Idea Pitch Expo (Guest Speaker: Paul Benedict)	
Oct 22	Group Meetings (Times TBD)	
Oct 24	Group Meetings (Times TBD) <i>Deliverable: Movie Journal (Individual)</i>	
Oct 29	Group Meetings (Times TBD)	
Oct 31	Creative Processes: Teams	
Nov 5	Creative Processes: Motivation & Leadership	
Nov 7	Creative Processes: Organizational Culture	
Nov 12	Insight: Innovation (Quiz: Individual)	InsightOut (pp. 99-138)
Nov 14	Innovation Is Not Automatic	
Nov 19	Insight: Entrepreneurship (Quiz: Individual)	InsightOut (pp. 139-196)
Nov 21	Comprehensive Exam (Individual)	
Nov 26	Design Thinking	
Nov 28	THANKSGIVING BREAK	
Dec 3	Project II Presentations (Schedule TBD)	
Dec 5	Project II Presentations (Schedule TBD)	
Dec 12	Deliverables: Project II Report / Group Member Evaluations @ 12:20	

**All project deliverables must be submitted BEFORE class begins on the due date.
Check Projects web page for submission method.**