
Point Loma Nazarene University
Fermanian School of Business



MGT3081
Creativity & Innovation
3 Credit Units

FALL 2023

Meeting days: Monday / Wednesday	Instructor: Dr. Randal P. Schober
Meeting times: 8.00 – 9.15am	Phone: Office: (619) 849-2697 Mobile: (858) 336-2728
Meeting location: FSB 102	E-mail: rschober@pointloma.edu
Final Exam:	Office location: Fermanian School of Business. Rm. 126 Office hours: By appointment

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

FSB Mission

Character – Professionalism – Excellence – Relationships – Commitment – Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

This course provides an understanding of the critical role of creativity and innovation in the development of new products or services. Students will explore how to develop an entrepreneurial mindset and an innovative culture within an organizational structure. The overall impact of ideation and how to implement and/or commercialize an innovative idea will also be addressed.

COURSE LEARNING OUTCOMES

Upon completion of this course, students will be able to:

1. Identify the traits and behaviors that encompass creativity and innovation (PLO F3).
2. Demonstrate proficiency in the key terminology, models and methods used to implement creative and innovative practices (PLO 1 & F1).
3. Evaluate desirability, feasibility, and viability of potential new ventures through prototyping and hypothesis testing (PLO 1, 2, F1 & F3).
4. Analyze the processes and challenges of leadership and change management as they apply to innovation effectiveness (PLO 2 & F1).
5. Apply practices of creativity to solve real world problems both individually and in a group environment (PLO 2, 5 & F3).

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Students are asked to directly purchase the following book

1. Cracking the Curiosity Code: The Key to Unlocking Human Potential by Diane Hamilton
ISBN-10. 164237346X ; ISBN-13. 978-1642373462

A video library & additional resources can be found on CANVAS in 'Modules'

COURSE SCHEDULE AND ASSIGNMENTS

DATE	SUBJECT / SCHEDULE	Curiosity Code	Exercises & Journal	Design Thinking Project
Week #1 Aug 28	Monday: Syllabus + Opening Assignment Wednesday: What is Creativity?		Opening Exercise	
Week #2 Sept 4	Wednesday: What is Innovation?	CC- Chapt #1	Failure #1	
Week #3 Sept 11	Monday: Design Thinking Wednesday: Pecha Kucha Presentations	CC- Chapt #2	Failure #2 Creative #1	
Week #4 Sept 18	Monday: Welcome to AI Wednesday: Failure Review	CC- Chapt #3	Failure #3	Stage 1: Empathize
Week #5 Sept 25	Monday: Disruptive Innovation Wednesday: #1 Empathize Presentation	CC- Chapt #4	Failure #4	
Week #6 Oct 2	Monday: OFF Wednesday: Character Introductions	CC- Chapt #5	Failure #5 Creative #2	
Week #7 Oct 9	Monday: Story Telling Wednesday: Problem Identification	CC- Chapt #6	Failure #6	Stage 2: Problem Definition
Week #8 Oct 16	Monday: Brainstorming P.1 Wednesday: #2 Problem Presentation	CC- Chapt #7	Failure #7	
Week #9 Oct 23	Monday: Brainstorming P.2 Wednesday: Curiosity Café Presentations	CC- Chapt #8	Failure #8 Creative #3	

Week #10 Oct 30	Monday: Design Sprint Wednesday: Group Work	CC- Chapt #9	Failure #9	Stage 3: Ideation
Week #11 Nov 6	Monday: Prototyping Wednesday: #3 Ideation Presentation	CC- Chapt #10	Failure #10	
Week #12 Nov 13	Monday: Entrepreneurial Marketing Wednesday: Creative Exercise #4 Presentations		Creative Exercise #4	
Week #13 Nov 20	Monday: FATE Review	CC- FATE		Stage 4: Prototype
	THANKSGIVING			
Week #14 Nov 27	Monday: Trailer / Featurette Wednesday: Validation + #4 Prototype Presentation		AI Story Telling Trailer or Featurette	
Week #15 Dec 4	Monday: AI Review Wednesday: Design Thinking Group Work			
Week #16	Wednesday Dec 13 th @ 7.30am			Stage #5 Testing & Final Presentation

The information in this syllabus is subject to change. I will announce changes in class early enough to give you time to meet assignments, etc. It is your responsibility to maintain your schedule, making the changes as necessary. Check your PLNU e-mail and CANVAS regularly.

ASSESSMENT AND GRADING

Students are expected to attend all class sessions, participate in class activities, and turn in assignments on time, or risk the loss of points. A group evaluation will occur for all team projects and based on results, up to 50 points can be deducted.

Approximate points available are as follows:

<u>Percentage Distribution</u>		<u>Grade scale (%):</u>	
• Opening Assignment	50	A = 93-100	C = 73-76
• Cracking the Curiosity Code (10x10)	100	A- = 92-90	C- = 70-72
• FATE Assignment	50	B+ = 87-89	D+ = 67-69
• Design Thinking (Prototype & Pitch)	300 (G)	B = 83-86	D = 63-66
• Creative Exercises (4 x 50)	200	B- = 80-82	D- = 60-62
• AI Storytelling: Trailer or Featurette.	100	C+ = 77-79	F = 0-59
• Failure Journal (10 x 15)	150		
• Participation / Group Evaluations	50		
<u>Total Points Available</u>	<u>1000</u>		

COURSE COMPONENTS

1) Opening Assignment (50pts)

Sign into Chat GPT or BARD. Using an AI platform prompt the following ... 'Write a 500-word paper on 'why is curiosity important in business?' In 250 of your own words reflect on the paper. Critique the content and provide 3 personal applications of the context given.

2) Failure Journal (10 x 15 = 150pts)

Each week, students will attempt an activity or event that is unique to them. The journal will include Activity / Event; Context; Outcome & Learnings. The activity or event must have never been attempted before therefore having a higher percentage of failure than success. If success does occur, journal that journey.

3) Cracking the Curiosity Code (150pts)

- a. **Assigned Chapter Reflection (10 x 10):** Answer the questions assigned on canvas to the first 10 chapters. You will be asked to provide personal experience & reflection to the subject.
- b. **FATE Assignment (50):** Produce a video that covers your personal reflection on how fear, assumptions, technology, and environment has made you incurious. Provide examples to each variable and how you can overcome these barriers.

4) Creative Exercises (4 x 50 = 200pts)

- a. **Pecha Kucha Presentation:** Summarize your life in 20 slides. You will be given only 180 seconds to present and provide context to your photos. Last slide will conclude with a personal mantra for your future.
- b. **Character Creation:** (AI or Manually) Use a character generation tool like ArtBreeder or Character Engine to design and develop unique characters. Start with a basic concept or description, and let the AI generate different character designs based on your input. Experiment with variations in appearance, personality traits, and backstories to create diverse and compelling characters.
- c. **Curiosity Café Assignment:** Spend a minimal amount of 60 minutes in a local café. Observe behaviors of both customers and employees. Choose 4 unique behaviors you observed, record the event and your assumptions as to the cause. Approach subject and ask open ended question to discover the nature, context and/or purpose of the behavior.
- d. **Class Choice:** on an assigned date, the class will decide on their final creativity project.

5) Design Thinking (Group) (300pts)

Students will solve an AI generated problem using 'Design Thinking' as their methodology. The solution (product or service) will be presented at their final exam. Grade will be divided by:

- a. **Empathize: Understanding user needs (50 pts)**
 - i. Does the team demonstrate a deep understanding of the users and their needs?
 - ii. Are user interviews, observation or other empathetic techniques utilized effectively?
 - iii. Are user personas or empathy maps created to represent user insights?

b. Define: Problem definition (50 pts)

- i. Is the problem clearly articulate and framed based on the user needs?
- ii. Are the key insights and pain points identified and translated into actionable problem statement?
- iii. Does the team prioritize which problems to address based on their impact and feasibility?

c. Ideate: Idea Generation (50 pts)

- i. Does the team generate a wide range of creative ideas without judgement?
- ii. Are brainstorming sessions inclusive and do they encourage participation from all members?
- iii. Do the ideas build upon each other and demonstrate innovative thinking?

d. Prototyping: Rapid Prototyping (50 pts)

- i. Are low-fidelity prototypes (MVP) created to visualize and communicate potential solutions?
- ii. Does the team use various prototyping techniques such as sketches, mockups or physical models?
- iii. Are prototypes tested and refined based on user feedback and iterative improvements?

e. Test: User Testing & Final Presentation (100 pts)

- i. Does the team conduct user testing to gather feedback on prototypes?
- ii. Are testing scenarios designed to validate assumptions and gather meaningful insights?
- iii. Is feedback from users carefully analyzed and used to refine the design?

6) AI Storytelling: Movie Trailer or Featurette. (100pts)

Collaborate with AI to create a story around the character you created in the ‘Character Creation’ assignment. Start by providing AI with a prompt or a few story elements, and then take turns with the AI in adding new plots twists, character, or dialogues. Let the AI’s suggestions inspire your own creativity and build upon them to create an engaging narrative.

Video: Use AI video editing tools such as Magisto or Biteable to create a film trailer for your story. Input a collection of video clips, add some text, voiceover and let the AI algorithm generate an exciting and dynamic trailer based on your input. Experiment with editing styles and effects to create unique and engaging movie trailer.

Storyboard: With a series of independent scenes (frames) create a sequence that outlines a featurette film utilizing your character. Ensure to use the storytelling sequence of:

Act 1: Protagonist is called to an adventure and accepts it. Rules of the world are established. Ends with an inciting incident.

Act 2: Protagonist looks for every comfortable way to solve the problem. Realizes what it is really going to take to be successful.

Act 3: Protagonist proves that she/he has learnt the lessons needed and is redeemed and enlightened by solving the problem by doing whatever it takes.

REMEMBER: each act should include numerous scenes to build the storyline i.e. each act is NOT a single scene!

7) Participation/Group Evaluation (50pts)

The class will have numerous opportunities for **Class & Group Participation** which will require a high level of personal engagement, and interaction by the student. These include the group's work, course lectures, brainstorming exercises and class feedback sessions. A high-level co-operative, positive and engaged participation will be expected and will be graded accordingly.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

Assignments will be considered late if posted after the specific time stated on the day, they are due (Pacific Standard Time). *Late assignments* will be graded on the following basis:

up to 1 day late - 10% reduction
up to 2 days late - 20% reduction
up to 3 days late - 30% reduction
up to 4 days late - 40% reduction
up to 5 days late - 50% reduction
over 5 days late - not accepted*

*Only in exceptional circumstances will late work more than 5 days late be accepted. Please communicate with me if you experience exceptional circumstances during the semester as this will be assessed on an individual basis.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#)

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog.

See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation.

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.