

Curriculum Proposal Signature Sheet

MGT 381: Business Creativity, Feasibility, and Innovation

TITLE OF PROPOSAL

Type of Proposal

Program

- New
- Changes within Major ,
- Changes within Cognate *
- Changes in Minor or Track
- Changes in Concentration*
- Program Deletion

Course

- New
- Changes in Course taken only by Majors
- Changes in Course required of Non-Majors*
- Changes in Course open to Non-Majors
- Deletion of Course taken only by Majors
- Deletion of Course required of Non-Majors*
- Deletion of Course open to Non-Majors

Management + Marketing SPONSORING DEPARTMENT(S) Review and Approval Nov. 2, 2010 DATE(S)

Signature of Sponsoring Chair(s)/Date Julie A. Sumrell Nov. 2, 2010

* For starred items Chairs of affected Departments/Programs must sign below before Dean's review

Dean's Preliminary Review

- Proposal: Complete
 Satisfies U of S Curricular Requirements
 Consistent with College Goals/Mission

Additional preliminary comments below

Dean's Signature/Date

[Signature]

CAS CPS SOM GRAD DHC

Preliminary FSCC Disposition:

- Committee recommends approval (new program proposals require a Recommendation from the full Senate)
- Proposal will require minimal review: Anticipated FS Meeting Date: _____
- Proposal will require significant review: Anticipated FS Meeting Date: _____

FSCC Chair Signature/Date _____

Issues: _____

Additional Signatures

UPC Chair [Signature] 2 Nov 2010
Department Signature Date

Minor - Coordinator [Signature] 11/2/2010
Department Signature Date

Department Signature Date

New Course

Course Title: Business Creativity, Feasibility, and Innovation

Course Number: MGT 381

Date Of Initial Offering: Spring 2011

Semester *year*

Rationale for Course level

This course provides the student with concepts needed in the senior year to develop a comprehensive and viable business plan. This course will be scheduled for the **Spring Semester of the Junior Year**.

Credit Hours: **3 credits**

Format: Other - Varied: lectures, breakout, small group, guest speakers

Frequency: **ANNUALLY**

Prerequisites: **MGT 380**

Rationale for Pre-requisites (If pre-requisites are listed)

The student must have a basic knowledge of entrepreneurial concepts from MGT 380. This course builds upon those concepts.

Catalog Description (50 word maximum)

This course will provide the student with opportunities to further develop personal creativity within the context of entrepreneurial efforts. Tools for analyzing the feasibility of entrepreneurial ideas and their transition into innovative efforts will be demonstrated. The student will devise an idea that can be transformed into a business plan.

Similar Courses being offered at the University

None

Discuss Extent of overlap with existing courses

None

Special Resources Required (e.g. library, equipment, materials/facilities)

None

Characteristics (check any/all that apply):

Major: Required Elective
GE : submitted to CCC will be submitted to CCC _____ Area Free only
Date

REQUIRED UNDERGRADUATE COURSE WITHIN THE ENTREPRENEURSHIP MINOR

DOES NOT APPLY

<input type="checkbox"/> Humanities (CA)	<input type="checkbox"/> S/B Sciences (S)	<input type="checkbox"/> Cultural Diversity (D)
<input type="checkbox"/> Humanities (CH)	<input type="checkbox"/> Natural Science (E)	<input type="checkbox"/> Writing Intensive(W)
<input type="checkbox"/> Humanities (CL)	<input type="checkbox"/> Theology/Phil (P)	
<input type="checkbox"/> Humanities (CF)	<input type="checkbox"/> Quantitative Reasoning (Q)	

Interdisciplinary: **YES** Team Teaching: **NO**

Exclusively For Special Programs/Concentrations: **NO**

Home College: Kania School of Management

Required Attachments:

YES Syllabus with student learning objectives, assessment/evaluation mechanisms, and outline of topics

YES Description of readings and cases are included in the attached syllabus

YES Assessment/evaluation based course improvement mechanisms are included in the attached syllabus

Proposed Course Syllabus

MGT 381 – Business Creativity, Feasibility, and Innovation (3 credits)

Course Instructor: Dr. Alan Brumagim

Prerequisite: MGT 380

Course Description:

This course will start with theories, concepts, and techniques that will allow the student to demonstrate personal creativity. The student will then sharpen and enhance a specific creative idea into a possible “feasible” business initiative. Finally issues in innovation will be considered. Although the student will not yet have developed a formal business plan (see MGT 482), he or she will document implementation issues that are relevant to his or her entrepreneurial idea. The course will be heavily exercise-based in order to allow the student to develop these skills. Formal self-assessment of the individual will provide insights into the strengths and challenges facing the student as a creative entrepreneur. Models, such as IDEO’s efforts to institutionalize creativity, will be examined. Several case studies will also be used. Upon completion of this course, each student taking the entrepreneurial minor should have a solid entrepreneurial concept for developing a business plan.

Texts:

- 1) *Cracking Creativity* by Michael Michalko
- 2) *The Innovator’s Dilemma* by Clayton Christensen
- 3) Harvard Business Publishing Case Package

Course Objectives and Related Goals:

Objective 1: To demonstrate creative techniques as they apply to business opportunities. (**Kania School of Management Learning Goal 2:** Each student will be skilled in critical thinking and decision-making, as supported by the appropriate use of analytical and quantitative techniques and **Kania School of Management Learning Goal 4:** Each student will be able to appreciate the importance of integrating business processes across functional areas.)

Objective 2: To learn concepts in determining the feasibility of an entrepreneurial business opportunity. (**Kania School of Management Learning Goal 2:** Each student will be skilled in critical thinking and decision-making, as supported by the appropriate use of analytical and quantitative techniques and **Kania School of Management Learning Goal 4:** Each student will be able to appreciate the importance of integrating business processes across functional areas.)

Course Objectives and Related Goals (Continued)

Objective 3: To understand issues in innovation and assess other students' proposed entrepreneurial initiatives. (**Kania School of Management Learning Goal 1:** Each student will be an effective communicator with the ability to prepare and deliver oral and written presentations using appropriate technologies; **Kania School of Management Learning Goal 2:** Each student will be skilled in critical thinking and decision-making, as supported by the appropriate use of analytical and quantitative techniques, **Kania School of Management Learning Goal 3:** Each student will be sensitive to the ethical and justice ramifications of business activities, **Kania School of Management Learning Goal 4:** Each student will be able to appreciate the importance of integrating business processes across functional areas, and **Kania School of Management Learning Goal 5:** Each student will be able to apply functional area concepts and theories appropriately.)

Evaluation Method:

Demonstrated creativity assignment	20 %
Point paper on creativity	20 %
Point paper on feasibility and innovation	20 %
Self-reflection paper	20 %
Approved feasibility study and innovative idea	20 %

Course Schedule:

Week 1 Objective 1	Seeing What No One Else Is Seeing (Michalko Chapters 1-2) Applications of chapter 1-2
Week 2 Objective 1	Thinking What No One Else Is Thinking (Michalko Chapters 3-5) Applications of chapters 3-5
Week 3 Objective 1	Thinking What No One Else Is Thinking - Continued (Michalko Chapters 6-8) Applications of chapters 6-8
Week 4 Objective 1	Understanding Creative Interests (Professor's aid: <i>The Nature of Creative Development</i> ; chapters 1-6) Applications of chapters 1-6
Week 5 Objective 1	Self-awareness – What Do You Want To Be? (Professor's aid: <i>What Color is Your Parachute 2011</i>) Discussion of homework exercises Creative Negotiating
Week 6 Objectives 1 & 2	Guest Speaker from the Arts Discussion of Speaker Visit: What did we learn about creativity?

Schedule: (Continued)

Week 7 Objective 2	Multiculturalism, Workforce Diversity, and Creativity Creativity Exercises and Applications (Submission of entrepreneurial idea for use in MGT 482).
Week 8 Objective 3	<i>The Innovator's Dilemma – Part 1: Why Great Companies Can't Fail</i> Places Where Innovation Flourishes (Professor's aid: <i>The Change Masters</i> ; Chapters 5 – 7) Discussion of Harvard Case #1 (Recognizing Opportunities: Innovator as Entrepreneur)
Week 9 Objectives 2 & 3	Collaborative review of 8 students' entrepreneurial ideas
Week 10 Objectives 2 & 3	Collaborative review of 8 students' entrepreneurial ideas
Week 11 Objectives 2 & 3	Collaborative review of remaining 4 students' entrepreneurial ideas Discussion of Harvard Case #2 (Questions Every Entrepreneur Should Answer)
Week 12 Objectives 1, 2, & 3	Guest Speaker: Former Student who earned Entrepreneurship Minor Understanding Personality Differences to Aid in Various Entrepreneurial Interactions (Professor's aid: <i>I'm Not Crazy, I'm Just Not You</i>)
Week 13 Objective 3	Discussion of Harvard Case #3 (Note on Business Model Analysis for the Entrepreneur) Short Student Presentations: A historical timeline of technological change of a product (topic must be approved by the professor)
Week 14 Objectives 1, 2, & 3	Attempts to Institutionalize the Innovative Mindset Putting it all together: Course wrap-up

In order to receive appropriate accommodations, **students with disabilities must register with the Center for Teaching and Learning Excellence and provide relevant and current medical documentation.** Students should contact Mary Ellen Pichiarello (Extension 4039) or Jim Muniz (Extension 4218), 5th floor, St. Thomas Hall, for an appointment. For more information, see <http://www.scranton.edu/disabilities>.

Writing Center Services

The Writing Center focuses on helping students become better writers. Consultants will work one-on-one with students to discuss students' work and provide feedback at any stage of the writing process. Scheduling appointments early in the writing progress is encouraged.

To meet with a writing consultant, stop by during the Writing Center's regular hours of operation, call (570) 941-6147 to schedule an appointment, or complete the Writing Assistance Request Form online. You can also schedule an online appointment using Google Docs and Google Talk.

Student Learning Outcomes and Assessment Plan

The primary outcome is for the student to develop an entrepreneurial mindset in whatever career endeavors he or she pursues. The student learning outcomes are consistent with the Kania School of Management Assessment of Learning Goals. Specific student and Kania School learning outcomes (goals) are listed with the course objectives at the beginning of this syllabus.

At the course level, assessment will also include internal assessment by the instructor using Kania School of Management approved rubrics measuring applicable goals (again, listed with the objectives at the beginning of this syllabus) and traits. Each course (and the minor as a whole) will include a "closing-the-loop" mechanism similar to that in place in the Kania School of Management which meets AACSB accreditation standards. This involves collection and analysis of course assessment data and the development of action items for improvement. (Assessment data is collected at the individual level, but analyzed at the course level.) The following year's assessment will be reviewed for an indication of the success of the action plan.

All of the courses in the minor are tightly linked in pursuit of similar outcomes. At the program minor level, the number of students who win business plan competitions will be a measure of student outcomes. Also, the number of actual start-ups efforts will be assessed, as will input from internship sponsors.