

ENI 8010 – Innovation Studio 1: Innovation & Design Thinking

Course Syllabus – Fall 2020

(Draft – Subject to Change)

Instructor:	Strickler, E.
Class Schedule:	Monday, 5:30p – 8:30p
Classroom:	Downtown Campus At distance through Robinson Anywhere
Office Hours:	By Appointment
Course Description:	<p>This experiential studio class teaches design thinking, the entrepreneurial mindset and exposes the student to advanced technologies and trends as applicable to business. Design thinking is taught as a systematic approach to innovation and creative problem-solving that can be used in many industries. Using a combination of lean startup and design thinking, students will conduct experiments, interviews and test prototypes to verify the viability of both problems and solutions. The student will be introduced to methods in resourceful problem discovery by methods of noticing, observing, and data analysis. Ideation models will be applied to conceptualize new-to-the-world technologies, business models, products and services as potential business ventures. Exposure to advanced technologies that are converging to transform businesses and entire industries be achieved through hand-on workshops with resulting research and artifacts for your problem space. Through the course, students will become comfortable with ambiguity, experimentation, online collaboration, and technical software training. Most importantly throughout the class, you will develop courage, resilience, and understanding through these processes and reflect on those learnings. Ultimately, you will learn to determine if your idea resonates in the world and be able to apply the methodologies and processes repeatedly.</p>
Course Objectives:	<p>The primary objective of the course is to help students develop creative thinking skills that lead to new-to-the-world technologies, business models, products and services as potential business ventures. Key learning objectives include the following:</p> <ul style="list-style-type: none"> • Define and differentiate entrepreneurship, innovation and creativity • Master creative thinking and problem-solving • Discuss and track the state of exponential technology • Identify your goals, assets and resources

- Get comfortable with ambiguity and failure (task risks and try new things)
- Document and archive your entrepreneurial process
- Identify problems worth solving
- Gain insights into potential users and audiences of concepts
- Communicate through visual storytelling and prototyping
- Refine ideas through prototype feedback
- Define trends in exponential technology using the 6 D's of Disruption

Contributing Texts: (Note: there are no required textbooks for this class)

Creative Confidence: Unleashing the Creative Potential within Us All, by Tom Kelly and David Kelly, 2013

Entrepreneurship: The Practice and Mindset, by Heidi M. Neck, Christopher P. Neck, and Emma L. Murray. Sage Publishing, 2017

The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Success Businesses, by Eric Ries, 2017

The Future is Faster than You Think: How Converging Technologies and Transforming Business, Industries, and our Lives, by Peter H. Diamandis and Steven Kotler, Jan 28, 2020

Class Schedule and Activities:

CLASS	TOPIC AND COURSE CONTENT
Week 1	Introduction and Overview – Get to know your classmates and community; differentiate entrepreneurship, solopreneurship, and intrapreneurship
Week 2	Practice and Theory of Design Thinking – Learn about human-centered design and its use in problem-solving, ideation, and design
Week 3	Overview of Exponential Technologies (1) and Application to Course – Introduce the 6 D's of Disruption; overview of exponential technologies and trends
Week 4	Data Research and Analysis of Problem Spaces – Anatomy of a problem; practice using data to determine a problem; create a problem log
Week 5	Identify Your Goals, Assets and Resources – Tell your story; define your assets, aspirations and values; identify and cultivate your competitive advantage; workshop your problem
Week 6	Overview of Exponential Technologies (2) – Deep dive into augmented and virtual reality; understand the transition from

	the real to the virtual; create an augmented reality asset and target
Week 7	Document and Archive Your Entrepreneurial Process – Learn web design and create an online presence; create structure for the rest of the semester and learn to track engagement
Week 8	Practice Design Thinking Around Your Problem Space – Learn more about human-centered design (HCD); learn the anatomy of a problem; create a minimum viable product (MVP)
Week 9	Define and Reframe Problems and Opportunities as New Business Concepts – Identify a question that inspires a solution; stretch your thinking around your value proposition
Week 10	Overview of Exponential Technologies (3) – Overview of Blockchain and Artificial Intelligence and business model impact; gain deep understanding of distributed ledgers; Build AI bot in an hour in class
Week 11	Gain Insights into Potential Users – Gain deep insights into potential users; conduct effective audience research and define customer segments; discover demographics and build your customer’s psychographic profile
Week 12	Generate Ideas, Create and Iterate – Conduct group brainstorming sessions; Apply SCAMPER method to push past obvious ideas; collect evidence about your value proposition
Week 13	Make Ideas Tangible through Prototyping – Build multiple rough prototypes to share ideas; learn differences between physical, digital and social prototyping
Week 14	Test to Learn – Refine ideas through prototype feedback methodology
Week 15	Present and Communicate Your Process and Vision – Refine visual storytelling elements; craft a human story to inspire others toward action; practice and record your final pitch
Final Exam	End of Semester Presentations – Display your prototype and present your business model in a showcase format to students, faculty and industry professionals