

ENI 8012 – Innovation, Creativity and Imagination

Course Syllabus – Fall 2020

(Draft – Subject to Change)

- Instructor:** Cohen, G.
- Class Schedule:** Tuesday, 5:30p – 8:30p
- Classroom:** Downtown Campus | At distance through Robinson Anywhere
- Office Hours:** By Appointment
- Course Description:** Innovation and creativity are at the heart of business development, growth and sustainability. In this applied course, students learn how to apply innovation and creativity concepts, techniques and principles in new ventures and within existing organizations. Students will also learn how to solve problems using imagination, storytelling and design thinking processes. Topics covered include trend analysis, data visualization, market predictive techniques, design thinking, leading innovative teams, prototyping and developing and leading innovation teams.
- Course Objectives:** At the conclusion of this course, students will be able to:
- Analyze data to gain insights, recognize patterns, and discover trends and patterns for use as innovation catalysts
 - Integrate the appropriate types of innovation into new and existing ventures
 - Develop, lead and manage innovation teams
 - Apply creativity techniques and design thinking to solve problems, ideate, prototype and test product/service ideas
 - Apply innovation techniques across organizational settings and in decision making processes
- Contributing Texts:** (Note: We will depend heavily on the Course Packet provided.)
- Brown, T. (2019). *Change by Design, Revised and Updated: How Design Thinking Transforms Organizations and Inspires Innovation*. HarperCollins Publishers.
- David Newton, 2011. *Business Models for Entrepreneurial Ventures*. E³ Free Market Press.
- Drucker, P., Christensen, C., Govindarajan, V. (2013). *HBR's 10 Must Reads on Innovation*. Harvard Business Press.

Girotra, K. & Netessine, S. (2014). *The Risk Driven Business Model: Four Questions that will Define your Company*. Harvard Business Press

Hill, L., Brandeau, G., Truelove, E., Lineback, K. (2014). *Collective Genius: The Art and Practice of Leading Innovation*. Harvard Business Press.

Kaplan, S. (2014). *The Business Model Innovation Factory*. John Wiley & Sons

Michaelko, Michael, 2001. *Cracking Creativity: The Secrets of Creative Genius*. Ten Speed Press.

Osterwalder & Pigneur (2014). *Value Proposition Design: How to Create Products and Services Customers Want*. John Wiley & Sons, Inc.

Class Schedule and Activities:

CLASS	TOPIC AND COURSE CONTENT
Week 1	The Nature of Innovation in Ecosystems – Weekly applied exercise
Week 2	Innovation Contexts and Catalysts of Innovation – Case Study 1; Weekly applied exercise
Week 3	Customer Centered Innovation – Weekly applied exercise
Week 4	Innovation Practices and Tools of Engagement – Case Study 2; Weekly applied exercise
Week 5	Data Visualization and Predictive Techniques – Weekly applied exercise
Week 6	Discovering Consumer Trends – Case Study 3; Weekly applied exercise
Week 7	Creativity Techniques – Weekly applied exercise
Week 8	Design Thinking and Creative Problem Solving – Case Study 4; Weekly applied exercise
Week 9	The Power of Stories – Weekly applied exercise
Week 10	Introduction to Prototyping – Case Study 5; Weekly applied exercise
Week 11	Artificial Intelligence – Weekly applied exercise
Week 12	Building, Leading and Maintaining innovation teams – Case Study 6; Weekly applied exercise
Week 13	Maintaining a disciplined Innovation Culture – Weekly applied exercise
Week 14	Business Model Innovation – Weekly applied exercise
Week 15	Corporate Innovation – Final summary applied exercise