

**COURSE # ENTR 2500**

Creativity and Entrepreneurial Thinking

**Instructor**

**Instructor:**

**Phone:**

**Email:**

**Office Hours:**

**Course**

**Texts**

We will be using a number of texts for the course. **You will NOT need to purchase any**. We will be drawing information from texts including:

* “***Design Centered Entrepreneurship***” by Min Basadur and Michael Goldsby. Routledge, Taylor & Francis Group Publishers, New York. 2016.
* “The Art of the Start 2.0” by Guy Kawasaki. Portfolio Penguin Publishers.
* “***Value Proposition Design***” by Osterwalder, Pigneur, Bernarda & Smith. Wiley Publishers. 2014.
* “***Nail it, Then Scale it***” by Nathan Furr & Paul Ahlstrom. self-published. 2011.
* “***Business Model Generation***” by Alexander Osterwalder & Yves Pigneur. Wiley Publishers. 2010.
* “***Testing Business Ideas***” by David Bland & Alex Osterwalder. Wiley Publishers. 2020.

## **Course Objectives**

* Recognize what a creative entrepreneur is.
* Relate & apply the mindset of a creative entrepreneur individually.
* Measurably increase one’s entrepreneurial attitude.
* Demonstrate problem solving using design-thinking.
* Produce a completely new “curve jumping” idea for two potential new businesses.
* Validate and test at least two business ideas using secondary and primary research including at least 6 in-depth interviews with target customers.
* Demonstrate creativity, innovation and the ability to communicate research succinctly in a competition against all other peers in the course.

## **Course Description**

• ENTR 2500 is a General Education (Behavioral Science) university level course designed to provide an experience with the process of creative entrepreneurship with focus on the role of the creative entrepreneur in identifying, evaluating and developing innovative “curve jumping” opportunities. It will involve constructivist learning methods and activities centered on design thinking. It will require new and unique ideas and prototyping of those ideas. It will also require students to

go out into the community and do customer validation of their ideas.

## **Course Policies**

* This is an experience-based course and will challenge students to think and act as an entrepreneur in developing business ideas. Readings of timely academic and popular press articles will serve as a reference and a starting point in researching business opportunities. Students will be expected to read any assigned material. Additional materials such as slide presentations and videos will be used to provide information to help students gain knowledge to help them develop opportunities.
* Students are expected to take an ACTIVE role in the learning process by meeting course requirements as specified in the syllabus. Though this is anStudents are responsible for understanding the course syllabus and the requirements of the course. If you do not understand the requirements for an assignment it is your responsibility to ask, first IN CLASS and then during office hours or by email.
* Students will conduct themselves professionally in and outside the classroom to enhance the learning environment. Attendance is required. Much of what we do in class will be experiential activities. Students are responsible to find out what was missed from another student.
* Entrepreneurship is more than envisioning. It is also enacting the embodiment of the vision. Therefore, form and substance are critical. Emphasis will be placed on the (1) form and (2) content of written, oral and video presentations. A professional quality written or video report is required for all assignments and the quality of the form of the report will be evaluated for each assignment. You will not be graded on “effort”, but on the quality of your research and reasoning and communication of this information.

**Grading**

The final grade distribution may be adjusted up or down so that the final grade average for the class will be about a “B”.

* 1. **94-100**

**A- 90-93**

**B+ 87-89**

* 1. **84-86**

**B- 80-83**

**C+ 77-79**

* 1. **74-76**

**C- 70-73**

**D+ 67-69**

* 1. **64-66**

**D- 60-63**

* 1. **< 60**

## **Assignment Due Date and Weighting**

Students will use Canvas to hand in assignments unless otherwise stipulated by the Professor.

**Assignment Due Date Grade Weighting**

**EAO** (Beginning of semester) W Aug 24th .....................2.5%

**#1: Myself as a potential Entrepreneur** T Sep 20th ....................15.0%

**#2: I Dare You to Create a UNIQUE,**

**INNOVATIVE and CREATIVE Product that Solves a Real-World Problem** T Oct 6th ......................20.0%

**World Café Involvement** Oct 11th, 18th & 20th .........5.0%

**#3: VALIDATION OF YOUR IDEA** T Oct 25th .....................20.0%

**INNOVATION CHALLENGE** R Dec 1st ......................25.0%

(Total of 3 deliverables) (Group video, Peer Evaluations,

& **mandatory Attendance on M Dec 5th for the Finals – with a Guest**)

**In-Class Assignments/Quizzes & Participation** All semester ....................5.0%

Attendance All semester ....................5.0%

**Final Assessment – EAO** (End of semester) M Dec 12th .....................2.5%

...........................100.0%

**Schedule (subject to changes)**

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| Week | **Topic** | **Materials and Resources** |
| **Module 1: The Entrepreneur** | | |
| Week 1: Aug 22 - 26 | • Overview of  Creative  Entrepreneurship | * Creativity and Innovation * Creative Entrepreneurship Concepts * **EAO** *due W Aug 24th by*   *23:59.*   * **“Skills”** due R Aug 25*th* before class. |
| Week 2: Aug 29 - Sep 2 | * Entrepreneurial Mindset * Design Thinking | **A look at founder teams:**   * Steve Jobs & Steve Wozniak * James Hong (Hot or Not) |

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| Week 3: Sep 5 - 9  (Monday Sep 5 is the Labour Day holiday. There are no UVU classes on that day.) |  | * Documentary: “Objectified” * Class Activity Overview: Design – Good and Bad * *Myself as a potential Entrepreneur – Video*   *Assignment* **Overview (15%)** |
| Week 4: Sep 12 - 16 |  | * **Class Activity due T Sep 13: *Design – Good and Bad*** * **Thinking Ahead -**   **Prototyping & Design**   * *IDEO Persona discussion* * Assignment 2: *I Dare You to*   *Create a UNIQUE,*  *INNOVATIVE and CREATIVE*  *Product that Solves a Real*  *World Problem*! – Overview  (25%) |
| Week 5: Sep 19 - 23 | • **Tour of Makerspace on R Sep 22 during class time:**  o **25 - 400 S Suite 001, Provo (by new LDS Temple - across from UVX stop.** o [**https:// www.prolabstudi o.com/ makerspace**](https://www.prolabstudio.com/makerspace) | • **Assignment 1 – T Sep 20**  ***Myself as a potential***  ***Entrepreneur*** *– Video* -  **Assignment Due** (15%) |
| **Module 2: Problem Solving - Ideation to Solution** | | |
| Week 6: Sep 26 - 30 | * Art of the Start * Entrepreneurial Motivation * Iteration & Design Cycle * Systematic Development of   Alternatives | * “Art of the Start 2.0” – Guy Kawasaki * *Bonus Assignment:* **Switch your lens – Due R Sep 29 at**   **2359 (11:59 pm)** |

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| Week 7: Oct 3 - 7 | • **Presenting of your Unique,**  **Innovative & Creative product that solves a “realworld problem” with a “curve jumping” solution.** | * **Assignment 2 Due** – I Dare   You to Create a UNIQUE,  INNOVATIVE AND  CREATIVE Product that  Solves a Real-World  Problem! – **Due R Oct 6 via**  **Canvas by 2359 (11:59 pm)** + you need to also pitch this idea during class. (With Prototype)   * Assignment 3: Validation of your IDEA - Overview (20%) |
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| **Module 3: Testing & Validation** | | |
| Week 8: Oct 10 - 14  (UVU Fall Break is  Oct 13 - 14 - no classes) | • World Café Begins on Oct 11 | • **World Café 1** *on T Oct 11.* |
| Week 9: Oct 18 - 21 | * World Café * World Café Ends on Oct 20 | * **World Café 2** *on T Oct 18.* * **World Café 3** *on R Oct 20.* |
| Week 10: Oct 24 - 28 | • Innovation Challenge  Begins | * ***Assignment 3 – T* Oct 25 - VALIDATION OF YOUR**   **IDEA** - Due (20%)   * Introduction of INNOVATION   CHALLENGE (R Oct 27) |
| **Module 4: Innovation Challenge with assigned Problem** | | |
| Week 11: Oct 31 - Nov 4 | • Innovation Challenge | • Groups meet individually during class time at KB 102F. (This is the conference room for the Entrepreneurship Institute - in the new business building) |
| Week 12: Nov 7 - 11  (Election Day is on Tuesday  Nov 8 - Please vote!) | • Innovation Challenge | • Groups meet individually during class time at KB 102F. (This is the conference room for the Entrepreneurship Institute - in the new business building) |

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| Week 13: Nov 14 - 18 | • Innovation Challenge | • Groups meet individually during class time at KB 102F (This is the conference room for the Entrepreneurship Institute - in the new business building) |
| Week 14: Nov 21 - 25  (Thanksgiving Holidays  No classes at UVU) |  |  |
| Week 15: Nov 28 - Dec 2 | • Innovation Challenge: SemiFinals in Class on Thursday. | Groups meet a final time during class time in KB 102F on T Nov 29.  • **THE INNOVATION**  **CHALLENGE –** *Videos* **Due** *in Class by 1250 (12:50 pm) on R Dec 1.* **(Group Video in class & Peer Evaluations)**  **(25%)** |
| Week 15: Dec 5 - 9  (Last official day of classes is Friday Dec 9) | Innovation  Challenge  FINALS &  Course Wrap up | * THE **INNOVATION CHALLENGE FINALS – M**   **Dec 5** from 1800 to 2000 (6:00 to 8:00 pm) This is in lieu of Tuesday class.   * **ATTENDANCE with Guests is mandatory.** * Location: Noel & Carrie Vallejo Auditorium - 1st Floor of Scott C. Keller Building |

## **Disability Statement**

Americans with Disabilities Act and Section 504 of the Rehabilitation Act

The Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended, prohibit Utah Valley University from engaging in discrimination on the basis of disability in any program or activity. Discrimination is also prohibited in all aspects of employment against persons with disabilities who, with reasonable accommodation, can perform the essential functions of a job.

Students who believe s/he has been denied program access or otherwise discriminated against because of a disability is encouraged to initiate a grievance by contacting the Office of Accessibility Services (OAS) at 801-863-8747. Employees can contact the ADA coordinator, Cameron Evans, at 801-863-8389.

Upon request, this information is available in alternative formats, such as mp3, Braille, or large print. To request this format, email accessibilityservices@uvu.edu.

Students who need accommodations because of a disability may contact the UVU Office of Accessibility Services (OAS), located on the Orem Campus in LC 312. To schedule an appointment or to speak with a counselor, call the OAS office at 801-863-8747. Deaf/Hard of Hearing individuals, email Nicole.hemmingsen@uvu.edu or text 385-208-2677.

## **Utah Valley University Cheating and Plagiarism Policies and Procedures**

The statements below are taken directly from the Utah Valley University Policy 541, Student Code of Conduct, dated 11/29/2018.

3.4 Cheating: Using or attempting to use or providing others with unauthorized information, materials, or study aids in academic work. Cheating includes but is not limited to passing examination answers to or taking examinations for someone else; preparing or copying another’s academic work; the acquisition, without permission, of tests or other academic material belonging to a member of university faculty or staff; unauthorized collaboration on academic work; or engaging in any conduct specifically prohibited by a faculty member in the course syllabus or class discussion.

3.12 Plagiarism: The practice of taking or using someone else’s work or ideas and passing them off as one’s own. Plagiarism includes but is not limited to the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment; the unacknowledged use of materials prepared by another person or agency engaged in the selling of papers or other academic materials; duplicating or submitting work that was originally prepared for another class without the explicit permission of the instructor; or knowingly aiding another student who is engaged in plagiarism.

4.2.2 The University expects all students to engage in responsible conduct, to obey the law, to maintain integrity, and to uphold high standards of individual honesty in all their actions and academic work.

## **Course Fee Disclosure**

**BOOKSTORE**

**BOOK COURSE FEE**: $0.00 (check your tuition and fees statement) The bookstore will not refund the money after the Last day for 100% refund even if the student never attended class.

**ASSIGNMENT #1**: For this assignment, each student will need to create and edit a 3-minute video for submission. Depending on the individual, there may also be a cost to complete this video.

**ASSIGNMENT #2**: This assignment requires you to make/develop/build a prototype of your idea. This will involve some cost and needs to be considered before continuing in the course. It is up to the individual student to decide what s/he will spend on this prototype.

**INNOVATION CHALLENGE**: This assignment requires you to compete in a team and make/develop/build a prototype of your idea. This will involve some cost and needs to be considered before continuing in the course. It is up to the team of students to decide what they will spend on this prototype. For this assignment, each team will also need to create and edit a 3-minute video for submission. Depending on the team, there may also be a cost to complete this video.