



BUSI 3117 B
DEVELOPING CREATIVE THINKING
Winter 2015
Course Outline

CLASS TIME:	Tuesday 11:35-14:25
CLASSROOM	RB 1201
INSTRUCTOR:	Dr. Troy Anderson
OFFICE:	917 DT
OFFICE HOURS:	TBA or by appointment
COURSE WEB PAGE:	CuLearn at https://culearn.carleton.ca
E-MAIL:	Messaging function on CuLearn

COURSE DESCRIPTION

Developing Creative Thinking

Increases student skills in areas beyond technical expertise, with a focus on the importance of fluidity, risk taking, and idea generation. Emphasis on creativity as a process, with exposure to various techniques and concepts including Design Thinking at multiple levels (individual, group, organization). Prerequisite(s): third-year standing and [BUSI 2101](#) or [BUSI 2702](#) with a grade of C- or higher, or permission of the school.

Lecture three hours a week.

This is an interdisciplinary course that will challenge both your creative capabilities and challenge your assumptions about the creative process. All well-planned aspects of business involve a process of design. In this course, you will work with your partners in Environmental Engineering and/or NGO.

This is not a lecture-based course with final exam and standard project with PowerPoint presentation. It requires self-direction, the courage to both create and express ideas, reliability, and significant effort on your part. Procrastination or leaving the bulk of work until the last minute is a guaranteed recipe for disaster!

LEARNING OUTCOMES

Students taking this course will hone their creative skills in the context of a real-life project. They will also gain skills in problem definition, visual thinking and presentation, and entrepreneurship.

COURSE MATERIALS

There is no “standard” textbook or course pack required for this course. However, you will need to do significant research, both primary and secondary, in order to fulfill the course requirements. One book will be provided to you (free of charge).

COURSE STRUCTURE

You will be working on your project within a small interdisciplinary group. After these first weeks, which will include an on-site visit in Tanzania, the class will not always meet together during the scheduled class time. This will allow you to have a set time each week to work individually or with your group, given that you have no competing commitments. At times we will meet as a group to enable you to share your progress and difficulties you are encountering. During weeks we are not meeting together, you may come to DT 917 at some point during scheduled class time to discuss your work.

EVALUATION

Please note that this is a “real-life” project that will have an impact not only on your mark, but also the reputation of the school. Your evaluation will be based on the assessment of your work by both professors, our partner in Tanzania, and possibly village officials in terms of the criteria below.

1. SROI 45%

You will produce an SROI document pertaining to your project based on the framework document that you were given in November. Information on the format is found on page 82 near the end of this document. Please keep in mind that you are doing a Forecast SROI, not an Evaluative SROI (see page 8 of the document).

This is not a “plug in the numbers” exercise. It involves creative thinking and difficult decisions in terms of proxies, impacts that matter the most, and most of all, being persuasive. Don’t procrastinate starting this process – it will take significant time and thought. Be sure to talk to your Engineering or NGO partners when going through the process – don’t do it alone!

Final Document due April 4 on cuLearn.

2. Business Plan 45%

You will receive a book entitled “Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers”. You will be required to carefully read this book and produce a large poster that captures your business plan, based on the framework given in the book. You may be reimbursed up to \$25 upon presentation of receipts for the production of this poster. Giving the nature of the project, you will use the slightly modified canvas for non-profit activities as distributed in Longido.

In addition, you will submit a document that justifies the content of your poster. In this document, you will dedicate one full single-spaced 11-point font 1” margin page (no more, no less) to each cell in the poster. Given that there are 11 cells (including the “split” described above), you will submit a 12-page paper that includes a one-page Project Description. The project description will begin with a short

“Elevator Pitch” in the following format:

For a who has b , c is a d that e . Unlike f , this (project) g .

a = user/consumer/client

b = need

c = product name

d = description

e = what product does

f = nearest substitute product

g = differentiator/benefit

You will be evaluated on both comprehensiveness and justification.

Final Document due April 4 on cuLearn.

3. MIDTERM 10%

The midterm will assess your familiarity with both frameworks you will be using for your project: The Business Model Canvas and the SROI methodology.

Standard Fine Print

Course Sharing Websites

Student or professor materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52

F = Below 50 WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

Academic Regulations, Accommodations, Etc.

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodations

Academic Accommodations for Students with Disabilities

For Students with Disabilities:

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). **Requests made within two weeks will be reviewed on a case-by-case basis.** After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- - The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the April 2017 exam period is March 10, 2017.

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students and instructors can confirm accommodation eligibility of a religious event or practice by referring to the Equity Services website (<http://carleton.ca/equity/accommodation/religious-observances/>) for a list of holy days and Carleton's Academic Accommodation policies. If there are any questions on the part of the student or instructor, they can be directed to an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure in the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <http://carleton.ca/studentaffairs/academic-integrity>.

Assistance for Students:

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you're having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

Be in the know with what's happening at Sprott: Follow @SprottStudents and find us on Facebook SprottStudents Sprott.

Student Academic Success Centre (SASC): www.carleton.ca/sasc

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

Important Information:

- Students must always retain a hard copy of all work that is submitted.
- All final grades are subject to the Dean's approval.
- Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, for us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>