

Business Creativity – ENT 4614

FALL 2017 – Module 1

(Section 2B45)

(2-credits, meets twice per week...Periods 5-6 in Matherly Hall 120)

Instructor: Mr. Jamie Jonathan Kraft, MBA
Director, ENTREPRENEURSHIP AND INNOVATION CENTER
Warrington College of Business Administration, University of Florida
133 Bryan Hall, PO Box 117168, Gainesville, FL 32611
Office #: 133 Bryan Hall
Phone#: 352-273-0330
Fax #: 352-846-2170
jamie.kraft@warrington.ufl.edu

Text (Optional):

1. Michaelko, Michael, 2001. *Cracking Creativity: The Secrets of Creative Genius*

Course Description and Objectives:

This course is designed to explore and use the strategies and techniques of creative giants from the arts, sciences and industry in an applicative fashion...that is, learning by doing, experientially. Specifically, you will be introduced to the following:

- Fishbone outlines and reframing
- Diagramming, mind-mapping and prototyping
- Brainstorming and list creation
- Combination generation
- Thought walks and visuality
- Reversals and paradoxical thinking
- Pattern language, collages and metaphors
- Recycling, un-relatedness and fantasy
- Koinonia, clustering and storyboarding

Course Schedule:

Fall – Module 1:

Week 1 (Aug. 21/23)

- Monday – Intro and Kickoff/ Knowing How to See
- Wednesday – Making Thoughts Visible

Week 2 (Aug. 28/30)

- Monday – Applied Experience #1
- Wednesday – Thinking Fluently/ Making Novel Combinations

Week 3 (Sept. 4/6)

- **Monday – NO CLASS (Labor Day)**
- Wednesday – Applied Experience #2

Week 4 (Sept. 11/13)

- Monday – Connecting the Unconnected/ Looking at the Other Side
- Wednesday – Applied Experience #3

Week 5 (Sept. 18/20)

- Monday – Looking Into Other Worlds
- **Wednesday – GUEST SPEAKER**

Week 6 (Sept. 25/27)

- Monday – Finding What You're Not Looking For
- Wednesday – Applied Experience #4

Week 7 (Oct. 2/4)

- Monday – Awakening the Collaborative Spirit
- Wednesday – Applied Experience #5

Week 8 (Oct. 9/11) – MODULE EXAM WEEK

- Wednesday – Creativity Portfolio due (noon)

Course Grading:

Attendance and Participation (10 x 40 points)	40%
Creativity Portfolio (1 x 600)	60%

Creativity Portfolio:

- 1.) Identify a business or organizational problem that you are looking to overcome (How might I generate more sales? How can I create a better organizational culture? What can I do to get more publicity? etc.)
- 2.) Describe your project work environment (organization, job setting, etc.)
- 3.) List all nine creative-thinking strategies (e.g. Knowing How to See, Thinking Fluently, Awaken the Collaborative Spirit, etc.)
- 4.) Define each creative-thinking strategy
- 5.) Outline and define a tool or technique for each creative-thinking strategy that you intend to apply to your problem
- 6.) Demonstrate and describe the application and use of each tool or technique selected
- 7.) Identify the outcomes (solutions) developed from the applied use of each tool or technique (you should have 9 total, one for each creative thinking strategy and applied tool or technique)
- 8.) Outline lessons learned and describe any implementation activities undertaken regarding the identified solutions

Feel free to be creative with your portfolio presentation (use charts, pictures, graphs, paintings, photos, videos, etc.) to convey the 8 items listed above.

Grading Scale (out of 1000 points) will be as follows:

A 920 or more	B- 780 – 819.99	D+ 650 – 679.99
A- 880 – 919.99	C+ 750 – 779.99	D 620 – 649.99
B+ 850 – 879.99	C 720 – 749.99	D- 600 – 619.99
B 820 – 849.99	C- 680 – 719.99	E < 600

UF grade points are as follows: A (4.0), A- (3.67), B+ (3.33), B (3.0), B- (2.67), C+ (2.33), C (2.0), C- (1.67), D+ (1.33), D (1.0), D- (.67), E (0.0). Information on current UF grading policies can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Additional Items:

ADA STATEMENT: *The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should 1) Register with and provide documentation to Disability Resources (<http://www.dso.ufl.edu/drp/>), and 2) Bring a letter to the instructor from this office indicating that you need academic accommodations. Please do this within the first week.*

ACADEMIC HONOR SYSTEM:

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

Pledge: On all work submitted for credit by students of the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Please note that violations of this Academic Honor System will not be tolerated. Specifically, I will rigorously pursue incidents of academic dishonesty of any type. Before submitting any work, please read the policies about academic honesty and ask me to clarify any of its expectations you do not understand (<http://www.dso.ufl.edu/judicial>).

ATTENDANCE POLICIES:

Make-up assignments will only be given to those students who provide appropriate evidence of legitimate conflicts which caused missing an assignment or who have received prior approval to miss an assignment. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Absences:

Students are responsible for satisfying all academic objectives as defined by the instructor. Absences count from the first class meeting.

In general, acceptable reasons for absence from class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate.

Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) will be excused.

You cannot attend classes unless you are registered officially or approved to audit with evidence of having paid audit fees. The Office of the University Registrar provides official class rolls to instructors.

If you do not attend at least one of the first two class meetings of the course, and you have not contacted the department to indicate your intent, you can be dropped from the course. You must not assume that you will be dropped, however, if you fail to attend the first few days of class. By posting a notice in the department office, the department will notify you if you have been dropped from the course or laboratory. You can request reinstatement on a space-available basis if you present documented evidence.

The university recognizes the right of the individual professor to make attendance mandatory. After due warning, professors can prohibit further attendance and subsequently assign a failing grade for excessive absences.

Religious Holidays:

The Florida Board of Education and state law govern university policy regarding observance of religious holidays. The following guidelines apply:

- Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith.*
- Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.*
- Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.*

If a faculty member is informed of or is aware that a significant number of students are likely to be absent from class because of a religious observance, the faculty member should not schedule a major exam or other academic event at that time.

A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence. Furthermore, a student who believes that he or she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure.

Illness Policy:

If you are absent from classes or examinations because of illness you should contact the professor. You should contact your college by the deadline to drop a course for medical reasons. After the college petition deadline, you can petition the University Committee on Student Petitions to drop a course for medical reasons. The university's policy regarding medical excuse from classes is maintained by the Student Health Care Center.

Twelve-Day Rule:

Students who participate in athletic or extracurricular activities are permitted to be absent 12 scholastic days per semester without penalty. (A scholastic day is any day on which regular class work is scheduled.) Instructors must be flexible when scheduling exams or other class assignments.

The 12-day rule applies to individual students participating on athletic or scholastic teams. Consequently, a group's schedule that requires absence of more than 12 days should be adjusted so that no student is absent from campus more than 12 scholastic days.

If you previously have been warned about absences or unsatisfactory work you should not incur additional absences, even if you have not been absent 12 scholastic days. It is your responsibility to maintain satisfactory academic performance and attendance.

OTHER POLICIES:

In addition, students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu>.

Finally, in the event a student needs access to university counseling services and mental health services, they may contact: 392-1575, or <http://www.counseling.ufl.edu/cwc/Default.aspx>. For any additional emergencies students may contact University Police Department: 392-1111 or 9-1-1 for emergencies.