

## HEIP 144: Contemporary Issues in Entrepreneurship & Innovation, Spring 2015 (V1 1/25)

### COURSE DESCRIPTION

This course inspires entrepreneurial innovation and creativity through interactive lectures, workshops, and case studies in contemporary issues to include energy, life sciences, healthcare, and technology. Students will gain awareness of entrepreneurial innovation sources, structures and dynamics. Students will develop individual and group skills for generating innovative ideas and find ways to apply these ideas to address current issues and problems in different industries and settings.

### COURSE OBJECTIVES

The overall course objective is to provide an understanding of entrepreneurship, creativity and innovation and how they can be applied to contemporary issues in various industries and markets. Specific objectives include providing students with the following:

- Understanding of the sources of innovation opportunities and development of the skills to identify and analyze these opportunities for entrepreneurship and innovation.
- Understanding of the industry dynamics of and factors for developing successful innovations and apply this understanding to innovations in sectors including energy, healthcare and technology.
- Development of a personal skill set for creativity, innovation and entrepreneurship and specific concepts and tools for combining and managing creativity and innovation in an organization.

### COURSE MATERIALS

Drucker, Peter F. (2006) Innovation and Entrepreneurship. Harper Paperbacks ISBN-10: 0060851139

Harvard Business School Press (2009) Innovator's Toolkit: 10 Practical Strategies to Help You Develop and Implement Innovation (Harvard Business Essentials) ISBN-10: 1422199908

Additional readings of case studies, magazine articles, and corporate reports.

### LOCATION & TIMES

Section 0101 Tues & Thurs 11:00 – 12:15 La Plata Multipurpose Room

Section 0201 Tues & Thurs 2:00 – 3:15 La Plata Multipurpose Room

Section 0301 Tues & Thurs 3:30 – 4:45 La Plata Multipurpose Room

### INSTRUCTOR(S)

Jay A. Smith, Dir., Entrepreneurship and Innovation Program, La Plata 1102, [jaysmith@umd.edu](mailto:jaysmith@umd.edu),

Guest Lecturer/Mentor: Howard Pedolsky, '61 Founder Orbital Systems Ltd., Ukram Industries Inc.

Design Thinking Workshop: Allie Armitage, Meenu Singh, Atin Mitra, Academy for Innov & Entrepr

Teaching assistants:

0101 Meredith Russell '15 Operations Mgt. & Accounting [russell9@terpmail.umd.edu](mailto:russell9@terpmail.umd.edu)

0101 Ittie Rehani '16 Finance & Supply Chain Mgt. [irehani32@gmail.com](mailto:irehani32@gmail.com)

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## TEACHING AND LEARNING STYLE

The course will be lecture-based and highly interactive. Class participation is required. The teaching style will include class discussions on academic concepts with practical examples and applications. Students will be challenged to grasp concepts and relate them to other concepts presented. Case studies in contemporary issues to include energy, life sciences, healthcare, and technology, will be a key component of the course.

## GRADING

Class Participation	10%
In-Class Activities	10%
Do Good Challenge (DGC)	20%
Creativity Projects (2)	20%
Final Team Project Presentation and Report	40%

- *Class Participation* Attendance is required, as topics increase in complexity and build upon another. You are expected to come to class prepared, and play an active role in the discussions and activities that take place during class periods. Unannounced quizzes and activities may also be included. See the attendance policy for details. For in-class activities students will engage in a class activity to be announced either prior or during class. Each student will provide a brief reflection on the activity. Students should create a linkedin page and update their EIPConnect Profile (<http://eipconnect.umd.edu>)
- *Do Good Challenge (DGC)* <http://dogood.umd.edu/> The section will divide into 2-3 teams and compete in the campus-wide Do Good Challenge. This 8-week project is meant to give students experience working in a larger-group setting and to gain practical experience leveraging social media and other resources for social impact. The deliverable for the course, like the Challenge, will be evaluated according to three main criteria: Impact, Leverage, and Creativity. Impact will assess both the scope and the depth of the project. For your course grade there will be a group grading component based on overall team performance as well as an individual participation/team contribution component based on individual documentation. Dates: 2/10-4/6: Challenge period. 4/9: DGC Reports Due. 4/15-19: Semi-finals. 4/28or30 [Tentative]: Finals
- *In-Class Activities:* Two in-class activities projects will be undertaken in the course. In addition to the group deliverable at the end of class, each student will be required to submit a 1/2 page reflection on the activity summarizing his/her learning results.
- *Creativity Projects* Two team creativity projects will be undertaken in the second module of the course. In addition to the team activity and presentation, each student will be required to submit a 1 page summary of his/her individual creative process, the group process and learning results. Students are encouraged to utilize these projects to support their final course project, but it is not required.
- *Final Team Project Presentation and Report* Teams of 4 students will examine an innovation activities related to **an important issue/problem**. The assignment should include a thoughtful analysis of how the industry/market has addressed the challenges and capitalized on innovation opportunities, not just a history/summary of the activities. Each team should identify at least one problem or under-recognized area for opportunity in the industry/market and present a solution for the problem and a strategy how to capitalize on it as an entrepreneurial venture. Each team will provide a 15 minute team presentation (15% of course grade), 10-12 page written report (15%), and individuals will provide a peer review evaluation of members' contributions (10%). Each team is required to conduct and document at least 4 first person (field or Skype/phone) interviews on key aspects of your project.

## **ATTENDANCE POLICY**

University policy excuses the absences of students for illness (self or dependent), religious observances, participation in University activities at the request of university authorities, and compelling circumstances beyond the student's control. Students must request the excuse in writing and supply appropriate documentation, e.g., medical documentation. Students with written, excused absences are entitled to a makeup exam at a time mutually convenient for the instructor and student. For inclement weather, the course will adhere to the university schedule. Official closures and delays are announced on the campus website and snow phone line (301-405-SNOW) as well as local radio and TV stations.

The University of Maryland policy on religious observance states that students should not be penalized in any way for participation in religious observances and that, whenever feasible, they should be allowed to makeup academic assignments that are missed due to such absences. However, the student must personally hand the instructor a written notification of the projected absence within two weeks of the start of the semester. The request should not include travel time. It is the student's responsibility to inform the instructor of any intended with final examinations, since failure to reschedule a final examination before the conclusion of the final examination period may result in loss of credits during the semester.

## **GUIDELINES FOR ALL COURSE ASSIGNMENTS**

The following guidelines apply to all assignments without exception.

- All written assignments will be in 12 pt font, Times New Roman, & single-spaced with 1” margins, with the exception of presentations that will be delivered using PowerPoint.
- Print and bring all assignments in hardcopy to class at the start of class on the due date.
- All written work must be submitted at the beginning of class on the date due. If you will not be in class on the due date, your paper must still arrive by the time and date it is due. You are certainly encouraged to turn in papers before the deadline. Late papers will not be accepted for grading.
- Do not exceed the page limit requirement as stated in each assignment.
- Assignments not meeting all of these guidelines will not be accepted.

## **ACADEMIC INTEGRITY**

The University is one of a small number of universities with a student-administered Honor Code and an Honor Pledge. The Code prohibits students from cheating on exams, plagiarizing papers, submitting the same paper for credit in two courses without authorization, buying papers, submitting fraudulent documents, and forging signatures. Compliance with the code is administered by the Student Honor Council, which strives to promote a “community of trust” on the College Park campus. Allegations of academic dishonesty should be reported directly to the Honor Council (314-8450) by any member of the campus community. For additional information, consult the Office of Student Conduct website. For a description of the University’s definition of academic dishonesty and answers to frequently asked questions about the Code of Academic Integrity, consult the Student Honor Council’s website.

## **ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES**

The University will provide appropriate accommodations for students with documented disabilities. In order to ascertain what accommodations may need to be provided, students with disabilities must inform faculty of their needs at the beginning of the semester.

<b>SCHEDULE (SUBJECT TO CHANGE)</b>					
#	Day	Date	Topic	Prior Reading	Chapter
1	Tue.	Jan. 27	Course Introduction and Overview	Syllabus	
<b>MODULE ONE: Entrepreneurial innovation sources, structures and dynamics</b>					
2	Thu.	Jan. 29	Innovation & Entrepreneurship & <i>DGC Intro</i>	Toolkit	Intro
3	Tue.	Feb. 3	Systematic Entrepreneurship, Purposeful Innovation	Drucker	1,2,11
4	Thu.	Feb. 5	Types of Innovation/DGC Selection	Toolkit	1, 11
5	Tue.	Feb. 10	<i>In Class Activity 1a – Design Thinking Challenge</i>	Toolkit	2
6	Thu.	Feb. 12	<i>In-Class Activity 1b- Ideation &amp; Prototyping</i>	Toolkit	12
7	Tue.	Feb. 17	Sources of Innovation: The Unexpected or Incongruous	Drucker	3,4, 5
8	Thu.	Feb. 19	Sources of Innovation: Process Need & Industry Change	Drucker	5,6
	<b>Mon</b>	<b>Feb. 23</b>	<b>EVENT: Entrepreneurship in the Arts</b>	<b>@CSPAC</b>	
9	Tue.	Feb. 24	Sources: Demographics, Perceptions, New Knowledge	Drucker	7-10
10	Thu.	Feb. 26	Opportunity Recognition & Idea Generation Exercise		
	<b>Fri</b>	<b>Feb. 27</b>	<b>EVENT: Social Enterprise Symposium (1 hour required)</b>	<b>@STAMP</b>	<b>10-7pm</b>
11	Tue.	Mar. 3	Course Project Kickoff (Ideas/Issues & Team Selection)	Drucker	18,19
<b>MODULE TWO: Developing individual and organizational entrepreneurship and innovation</b>					
12	Thu.	Mar. 5	<i>Guest Lecture: Howard Pedolsky: Intro to Project Management</i>	TBA	
13	Tues.	Mar. 10	Creative Thinking and Innovation	De Bono	Handout
14	Thu.	Mar. 12	<i>In-class Activity 2 –Creative Thinking/DGC Update</i>	Osborne	Article
<b>Spring Break</b>					
15	Tue.	Mar. 24	Creativity Project-1 Launch: Product/Service Development IDEO	HBS	Article
16	Thu.	Mar. 26	Disruptive Innovation & Product/Service Development	HBS	Article
17	Tue.	Mar. 31	CP1 Rapid Prototyping Workshop		
18	Thu.	Apr. 2	Creativity Project 1 Group Presentations		
19	Tue.	Apr. 7	Do Good Challenge Team Project Completion Work time		
	<b>Thu</b>	<b>Apr. 9</b>	<b>DO GOOD CHALLENGE FINAL REPORTS DUE</b>		
<b>MODULE THREE: Applying entrepreneurial innovation to contemporary issues and problems</b>					
20	Thu.	Apr. 9	Creativity Project-2 Launch: Marketing & Branding		
21	Tue.	Apr. 14	Marketing & Creativity	Toolkit	6,7
22	Thu.	Apr. 16	Marketing and Market Research		Article
23	Tue.	Apr. 21	Spreading the Idea / Scaling the Solution	Godin	Article
	<b>Fri</b>	<b>Apr. 22</b>	<b>EVENT BBT Invitational &amp; Cupid's Cup (1 hour required)</b>	<b>@Riggs and</b>	<b>CSPAC</b>
24	Thu.	Apr. 23	Creativity Project 2 Group Presentations		
25	Tue.	Apr. 28	Guest Speaker/Special Topic	Toolkit	9
	<b>Apr.</b>		<b>Do Good Challenge Finals</b>	<b>@Riggs</b>	<b>5-6pm</b>
26	Thu.	Apr. 30	Final Project/Presentation Workshop		
27	Tue.	May 5	Final Team Presentations (all presentations submitted)		
28	Thu.	May 7	Final Team Presentations		
	<b>Mon</b>	<b>May 11</b>	<b>EIP SOPHOMORE “TERP TANK” CAPSTONE EVENT</b>		
29	Tue.	May 12	Final Reports Due, Peer Evaluations, Course Evals, Surveys	Pizza	
<ul style="list-style-type: none"> <li>• <i>≥ 1 Whiting Turner Lectures are required events. (Dates still tentative)</i></li> <li>• <i>Attendance at Capstone “Terp Tank” is required for at least 1 hour</i></li> <li>• <i>Attending 1 Other Listed EVENT is REQUIRED; 1 additional event may be added for extra credit</i></li> <li>• <i>Upload Reflections to ELMS for all events.</i></li> </ul>					