BA 562: CREATIVITY
MBA
Course Outline

COURSE INFORMATION

Term/period: *5*

Instructor: *Darren Dahl*

Email: *darren.dahl@sauder.ubc.ca*

Phone: *604-822-1890*

Class meeting times: Section number: 001, 002, 003 Varied (see FT MBA Program Schedule)

Course duration: *April 2019*

Classroom location: *HA132*

Course website: *canvas.ubc.ca*

Teaching Assistant:
001 Rui (Hammer) Zhong rui.zhong@sauder.ubc.ca
002 Ekin Ok ekin.ok@sauder.ubc.ca
003 Chuck Howard chuck.howard@sauder.ubc.ca

BRIEF COURSE DESCRIPTION

Creativity is at a crossroads as a powerful tool for business. An IBM-led study of 3,000 CEOs listed "creativity" as the most important factor that they believed would drive their business success. Never before has creativity been such a valuable, sought after asset in companies across all industries. At the same time, business schools and business have been accused of squashing the creative spirit in individuals. We'll find out why and what you can do to ensure your creative voice flourishes.

COURSE GOALS & LEARNING OBJECTIVES

1. *Demonstrate your creative potential; how to unlock it, express it, foster it.*
2. *Recognize that creativity is a process, not a flash of blinding light.*
3. *Foster creativity and innovation in others – build a creative culture.*
4. *Explore how creativity can be killed/muzzled intentionally or not.*
5. *Gain experience using creativity tools.*
6. *Explore how you can be the inspiration for ideas in your company.*

COURSE MATERIALS & REQUIREMENTS

Fees: Small course fee to cover special guest, journal, materials - $35 per student

Good Reference Books (but not mandatory!)
- *Thinkertoys – Michael Michalko*
- *Gamestorming: A Playbook for Innovators, Rulebreakers and Changemakers*
- *Creativity Inc. – Ed Catmull*
- *Out of Our Minds – Ken Robinson*
- *A Whole New Mind: Why Right-Brainers Will Rule the Future – Daniel H. Pink*
- *Start With Why – Simon Sinek*
- *Beyond Disruption: Changing the Rules in the Marketplace – Jean-Marie Dru*

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ASSESSMENT SUMMARY

- *Participation:*   25%
- *Journals (Reflection):*   25%
- *Book Report (Inspiration):* 25%
- *Project (Creation):*   25%

Total - 100%

NOTES:
- No final exam - more on this in Class #1

SCHEDULE

Class#	CLASS TOPICS	
One	**Intro and Thinking Different** • *Creating a common language around creativity.* • *Why creativity in a business school?* • *Do creative people think different? How so?* • *Class admin details – Course philosophy, assessment.*	
Two	**Curiosity and Play** • *What does curiosity mean in the context of creativity?* • *Questioning as a creative skill.* • *Why "play" is important to creativity.*	
Three	**Observation and Experimentation** • *Seeing the unseen – observation as a fundamental tool in creativity.* • *Experiment in all you do.* • *Failure by design?*	
Four	**Creativity, Others, and Innovation Systems** • *How does network effects foster creativity?* • *Design thinking, disruption, brainstorming, etc.*	
Five	**Building a Creative Organization** • *The weird rules of creativity.* • *Organizations that have mastered creativity.* • *How do you foster a creative culture?*	
Six	• *2-5 minute presentation of your creativity project.*	**Final Project - Class Presentations**

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KEY REGULATIONS

Attendance: As per RHL Regulations on Professionalism, Attendance and Behaviour, students are expected to attend 100% of their scheduled classes. Students missing more than 20% of scheduled classes for reasons other than illness will be withdrawn from the course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on a student's transcript. Students must notify their instructors at the earliest opportunity if they are expected to miss a class due to illness. A medical note from a licensed, local doctor is required if more than 20% of scheduled classes for a course are missed due to illness. Students are required to notify the Student Experience Manager if they are absent from two or more classes due to illness.

Tardiness: As per RHL Regulations on Professionalism, Attendance and Behaviour, students are expected to arrive for classes and activities on time and fully prepared. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving halfway through a scheduled class, or later, will be treated as absent for that class.

Electronic Devices: As per RHL Regulations on Professionalism, Attendance and Behaviour, laptops and other electronic devices (cellphones, tablets, personal technology, etc.) are not permitted in class unless required by the instructor for specific in-class activities or exercises. Cellphones and other personal electronic devices must be turned off during class and placed away from the desktop. Students who fail to abide by the RHL "lids down" policy will be asked to leave the room for the remainder of the class. Research has shown that multi-tasking on laptops in class has negative implications for the learning environment, including reducing student academic performance and the performance of those sitting around them.

ACADEMIC MISCONDUCT

All UBC students are expected to behave as honest and responsible members of an academic community. Failure to follow appropriate policies, principles, rules and guidelines with respect to academic honesty at UBC may result in disciplinary action.

It is the student's responsibility to review and uphold applicable standards of academic honesty. Instances of academic misconduct, such as cheating, plagiarism, resubmitting the same assignment, impersonating a candidate, or falsifying documents, will be strongly dealt with according to UBC's procedures for Academic Misconduct. In addition to UBC's Academic Misconduct procedures, students are responsible for reviewing and abiding by RHL's policy on Academic Integrity.

STANDARD REFERENCE STYLE

The Robert H. Lee Graduate School uses American Psychological Association (APA) reference style as a standard. Please use this style to cite sources in your work unless directed to use a different style.

LATE ASSIGNMENTS
Late submissions will not be accepted and will receive a zero.