

COURSE INFORMATION

Course title:	Creativity	Credits:	1.5
Course code:	BA 562	Class location:	HA 334
Session, term, period:	2019W1	Class times:	Variable – see below
Section(s):	MM1	Pre-requisites:	N/A
Course duration:	October 11-25, 2019		
Program:	MM		

CLASS TIMES

Date	Time	Location
Friday, Oct 11, 2019	9:00 am – 1:00 pm	HA 334
Monday, October 21, 2019	9:00 am – 1:00 pm	HA 334
Tuesday, October 22, 2019	8:00 am – 5:00 pm	HA 334 & HA 296
Wednesday, October 23, 2019	9:00 am – 1:00 pm	HA 334
Friday, October 25, 2019	9:00 am – 1:00 pm	HA 334

INSTRUCTOR INFORMATION

Instructor:	Darren Dahl	Office location:	HA 137E
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Teaching assistant:	Qiyuan Wang
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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.

LEARNING OBJECTIVES

By the end of this course, students will be able to:

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

ASSESSMENTS

Summary

<u>Component</u>	<u>Weight</u>
Journals (Reflection)	25%
Book Report (Inspiration)	25%
Project (Creation)	25%
Class participation	25%
Total	<u>100%</u>

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

LEARNING MATERIALS

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
- The Happiness Advantage – Shaun Achor
- 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

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Late submissions will not be accepted and will receive a grade of zero.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](https://webforms.sauder.ubc.ca/academic-concession-rhlee) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a “W” or an “F” standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

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ACKNOWLEDGEMENT

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

(Subject to change with class consultation)

Class#	CLASS TOPICS	ASSIGNMENTS / DELIVERABLES
Class 1 Fri, Oct 11	Intro and Thinking Different <ul style="list-style-type: none"> • <i>Creating a common language around creativity.</i> • <i>Why creativity in a business school?</i> • <i>Do creative people think different? How so?</i> • <i>Class admin details – Course philosophy, assessment.</i> 	
Class 2 Mon, Oct 21	Curiosity and Play <ul style="list-style-type: none"> • <i>What does curiosity mean in the context of creativity?</i> • <i>Questioning as a creative skill.</i> • <i>Why “play” is important to creativity.</i> 	
Class 3 Tues, Oct 22	Observation and Experimentation <ul style="list-style-type: none"> • <i>Seeing the unseen – observation as a fundamental tool in creativity.</i> • <i>Experiment in all you do.</i> • <i>Failure by design?</i> 	
Class 4 Tues, Oct 22	Creativity, Others, and Innovation Systems <ul style="list-style-type: none"> • <i>How does network effects foster creativity?</i> • <i>Design thinking, disruption, brainstorming, etc.</i> 	
Class 5 Wed, Oct 23	Building a Creative Organization <ul style="list-style-type: none"> • <i>The weird rules of creativity.</i> • <i>Organizations that have mastered creativity.</i> • <i>How do you foster a creative culture?</i> 	
Final Presents Fri, Oct 25	<ul style="list-style-type: none"> • <i>5 minute presentation of your creativity project.</i> 	Final Project - Class Presentations