

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

Course Information

Course title:	Creativity		
Course code:	BA 562	Credits:	1.5
Session, term, period:	2022 Summer Period 1	Class location:	DL009
Section(s):	DD1 & DD2	Class times:	DD1: Tues: 8:30-12pm DD2: Thur: 8:30-12pm
Course duration:	June 7-July 7	Pre-requisites:	N/A
Division:	Entrepreneurship & Innovation Group	Co-requisites:	N/A
Program:	MM DD		

Instructor Information

Instructor: [Kari Marken, PhD](#) Email: kari.marken@sauder.ubc.ca
Office Hours: *by appointment*
Teaching Assistant: **Kshitij Sharan** ksharan@mail.ubc.ca

Course Description

Creativity is at a crossroads as a powerful tool for business. The LinkedIn 2020 Workplace Learning Report ranked "Creativity" as #1 'soft' skill companies need most. And in 2021— during a time of response, reaction, adaptation, and re-imagination—the demand for creative solutions continues to grow. Never before has creativity been such a valuable, sought after asset in organizations 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 creativity flourishes within yourself and in the communities you serve.

Course Format

BA562 2022	DD1/DD2	1	May, 2022 Marken
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Program: MM Dual Degree			

This course is a mixture of lecture, activities, and discussion. Course time will be spent in active engagement on the topic at hand, i.e., the importance of creativity to the individual and organization.

Learning Objectives

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

1. Construct and share stories, questions, and visuals to compel an audience to gather, care, listen, and act;
2. Notice & foster creativity in self & others - build a creative culture;
3. Practice a set of applied tools to harness creativity in group processes;
4. Apply principles of observation, systems-thinking, design, flow, and curiosity to collaborative innovation process.
5. Apply design methods and creative communication approaches to navigate a *group challenge*.

Assessments

Summary

<u>Component</u>	<u>Weight</u>
Creativity Portfolio	65%
Community Contribution & Professionalism	35%
Total	<u>100%</u>

- *There is no final exam or final presentation in this course*

Details of Assessments

Refer to the Canvas Course materials for additional details. We will also discuss the assessment approach in our first class.

Learning Materials

All required resources (videos, blog posts, etc.) are available online and in the Canvas Library Online Course Reserves.

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.

COVID-19 POLICIES FOR ATTENDANCE & ACADEMIC CONCESSIONS:

If a student feels unwell, they should stay home and send a courtesy email to each impacted instructor and cc their program manager. The student should also submit an [Academic Concession Request & Declaration Form](#). If a student suspects possible COVID-19 infection, they should use the BC Ministry of Health's [self-assessment tool](#), to help determine whether further assessment or testing for COVID-19 is recommended.

If a student is required to self-isolate (e.g., while waiting for test results), they should follow the steps above (stay home, email instructor(s) and program manager, submit an [Academic Concession Request & Declaration Form](#), and follow BC Health Guidance.

Students who are required to quarantine, should get in touch with their Program Manager to discuss the possibility of academic concessions for each impacted course. The Program Manager will work closely with your instructors to explore options for you to make up the missed learning.

Covid-19 SAFETY IN THE CLASSROOM:

Masks: Masks are **required** for all indoor classes, as per the BC Public Health Officer orders. For our in-person meetings in this class, it is important that all of us feel as comfortable as possible engaging in class activities while sharing an indoor space. For the purposes of this order, the term "masks" refers to medical and non-medical masks that cover our noses and mouths. Masks are a primary tool to make it harder for COVID-19 to find a new host. You will need to wear a medical or non-medical mask for the duration of our class meetings, for your own protection, and the safety and comfort of everyone else in the class. You may be asked to remove your mask briefly for an ID check for an exam, but otherwise, your mask should cover your nose and mouth. Please do not eat in class. If you need to drink water/coffee/tea/etc, please keep your mask on between sips. Students who need special accommodation are asked to discuss this with the program office.

Visit the following website for the most recent updates regarding COVID-19 protocol on campus: <https://students.ubc.ca/campus-life/returning-to-campus>

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

During online lectures, students are not permitted to use any electronic devices other than the

primary one used for attending the online lecture (e.g. laptop or desktop). Only Zoom should be open during the online lecture unless an instructor advises the use of another program/website for an in-class activity. Feedback from students indicates that personal devices are the number one distraction from effective learning and participation in the online learning environment.

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>.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including status as a First Nation, Metis, Inuit, or Indigenous person, race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

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.

Copyright

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright

holder(s) constitutes a breach of copyright and may lead to academic discipline and could be subject to legal action. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, audio or video recording of classes are not permitted without the prior consent of the instructor. Students may not share class Zoom links or invite others who are not registered to view sessions.

COURSE SCHEDULE

This is a general overview of the thematic focus each week. For complete, up-to-date details regarding course content and up-to-date assignment details, refer to classroom discussions & Canvas. More details will be provided during our first class.

Important Note: Our time together in class will feel more like a facilitated, interactive workshop than a traditional lecture/discussion. Multi-tasking while in-class will be difficult to hide due to the highly interactive nature of this course. If you have life circumstances that make full, uninterrupted presence in-class difficult, please contact the instructors as soon as possible to discuss accommodations or workarounds ahead of time. **Come to our first class having read the two required readings.**

Weekly Themes	Required Readings/Listenings
<p><u>WEEK 1:</u></p> <p>Spark Curiosity</p> <p>Overview & Introductions</p>	<p>Godin, S. (2020). Chapter One: Trust Yourself. In <i>The Practice: Shipping Creative Work</i>. Portfolio: New York.</p> <p>&</p> <p>Jacobs, D. (2017). Ch. 7: I’m Not Creative (pp. 269-293). In <i>Banish Your Inner Critic: Silence the Voice of Self-Doubt to Unleash Your Creativity and Do Your Best Work</i>.</p>
<p><u>WEEK 2</u></p> <p>(DD1) Observe Beauty & Story</p> <p>(DD2) Question & Play</p>	<p>Brown, B. (Host). (2020, Nov. 5). The Art of Gathering with Priya Parker. [Audio podcast episode]. In <i>Unlocking Us With Brene Brown</i>. https://brenebrown.com/podcast/brene-with-priya-parker-on-the-art-of-gathering/</p> <p>Berger, W. (2014). Chapter 4: Questioning in Business. in <i>A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas</i>. New York: Bloomsbury.</p>

<p><u>WEEK 3</u></p> <p>(DD1) Observe Beauty & Story</p> <p>(DD2) Question & Play</p>	<p>Brown, B. (Host). (2020, Nov. 5). The Art of Gathering with Priya Parker. [Audio podcast episode]. In Unlocking Us With Brene Brown. https://brenebrown.com/podcast/brene-with-priya-parker-on-the-art-of-gathering/</p> <p>Berger, W. (2014). Chapter 4: Questioning in Business. in A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas. New York: Bloomsbury.</p>
<p><u>WEEK 4:</u></p> <p>Design & Re-Imagine</p>	<p>Anthony, S., Cobban, P., Nair, R., Painchaud, N. (Nov.-Dec., 2019.). Breaking Down the Barriers to Innovation. Harvard Business Review.</p>
<p><u>Week 5</u></p> <p>Build & Break</p>	<p>Sutton, R. I. (Sept., 2001). The Weird Rules of Creativity. Harvard Business Review.</p>
<p>DEADLINES</p>	<p>Creativity Portfolio: <i>a substantial portion of the portfolio work will take place during class-time in June.</i></p> <ul style="list-style-type: none"> • DD1: July 1st • DD2: July 3rd <p>Community Contribution: <i>completed during class</i></p> <ul style="list-style-type: none"> • DD1: July 5th • DD2: July 7th