



# INNOVATION CREATIVITY AND ENTREPRENEURSHIP

MANA 5333 AND MANA 4333

**Professor:** Dr. Susanna Khavul

**Office:** COBA Room 231

**Office Hours:** T: 2-3  
By appointment.

**Course Time:** T: 7:00-9:50

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## A. COURSE MATERIALS:

**Required Text:** Periodic Reading Packets will be Provided

**Required Cases:** *To be downloaded directly from Harvard Business School Publishing.*

- \*IDEO
- \*E-Ink
- \*EMI B
- \*IRIDIUM
- \*Spotfire
- \*Design at Apple

Plus several additional readings.

## B. COURSE OBJECTIVES:

Waves of innovations are disrupting nearly every sphere of modern life. This course helps you understand and experience just how creative entrepreneurs in either start-up or corporate environments do it. Working with others, using cutting-edge case studies, experiential exercises, and field research, you will consider how innovations across a broad range of emerging technologies meet the market, financial, and environmental demands of adverse set of current and future stakeholders. You will have an opportunity to put learning into practice.

### **C. COURSE METHODS:**

In this class, you will learn through multiple methods.

- First, the required reading in the course are fundamental to understanding the material.
- Second, the case studies, both text and video, are the core of most of our sessions. Case preparation requires closer reading and analysis before class in order for the in-class discussion to be meaningful.
- Third, the two course project are designed to help you apply what you learn.
- Fourth, in addition to the text, cases, and project, I will be presenting new material and integrating what we are learning through lectures and discussions.
- Fifth, the exam will serve as pacing points for you to integrate your knowledge. The exam will be given in-class. In the past, students reported enhanced learning in this class from studying and taking the exams.

### **D. COURSE REQUIREMENTS:**

You will be required to actively participate in class. The final grade will be distributed as follows:

Class Preparation and Participation	20%
Exam	30%
Failed Innovation Project Report	25%
Emerging Innovation Project Report	25%

#### ***Class Preparation and Participation:***

Active participation in class is the key to learning. Every student is expected to come to class prepared and ready to participate in class discussion. The most successful class contributions take the form of asking and answering questions that are relevant to the discussion at hand and that advance the group's understanding of the material. In addition to the assigned material, each of you comes to class with previous experience and knowledge. Sharing your experiences with the class will help others learn from you and will help you to integrate what you know with what you are learning.

I value class participation. Because I routinely cold-call on students whose hands are not raised, you should let me know before the class starts if an emergency has made it impossible for you to prepare for the session. If you have specific issues that make it difficult for you to actively participate in class, please discuss these with me in private at the start of the semester. Given that class participation is 20% of the final grade, it is impossible to get an A in this course without consistent and high value participation in the classroom.

**Exam:**

There will be one exam. The exam will contain a combination of multiple choice, short answer questions, and case analysis. The exam will serve as a milestone for assessing your interim knowledge in the class. I will review the material with you before the exam in order to make clear what I think is important.

Under normal circumstances, there is no make-up exam and *no* late acceptances of project reports. If you have problems, contact me *before* the due dates and *not after*.

All grades will be calculated as follows: 100-90 A; 80-89 B; 70-79 C; 60-69 D; 0-59 F. If you want to discuss your grade with me, please come to office hours or make an appointment. I do not discuss grades over e-mail or telephone.

**Projects:**

This course has a substantial research component. There are two projects that are focused on the student understanding the process of innovation and its outcomes. The first project focuses on understanding a failed innovation and the second an emerging technology. Both projects are individual efforts and will be graded as such.

**Failed Innovation Project Report: Why did the innovation fail? This is the guiding question for this project.**

Pick a failed innovation and give a clear analysis of why it failed and what if anything has taken its place. Your failed innovation review should focus as narrowly as possible on one technological innovation and its applications. In your analysis, you must discuss the role of key corporate and/or start-up firms who are either now trying to or have in the past taken the technology to market.

The project requires a 10 minute presentation to the class and a written 10 grad (8 undergrad) page report with 7 (6) pages of text and 3 (2) of references and tables. Instructions for the format of the report will be handed out.

**Emerging Innovation Project Report: Will it succeed? This is the guiding question for this project.**

Pick a recently emerged innovation and write an assessment of its promise. Again, your emerging innovation review should focus as narrowly as possible on one technological innovation and its applications. In your analysis, you must discuss the role of key corporate and/or start-up firms who are either now trying to or have in the past taken the technology to market. In doing the emerging innovation report, you will need to collect primary data which can be either interview or survey data to support your recommendations.

The project requires a 10 minute presentation to the class and a written 15 grad (12 undergrad) page report with 10 (9) pages of text and 5 (3) of references and tables. Instructions for the format of the report will be handed out.

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**SPRING 2016**

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Cases Guests Presentations</b>	<b>Packet</b>	<b>Assignment Deadlines</b>
1	Jan 19	Dynamics of Innovation			
2	Jan 26	Creativity and Innovation	IDEO		<b>@Failed Innovation Project Idea Presentation</b>
3	Feb 2	Profiting from Innovation	E-Ink EMI-B	PAC#1	
4	Feb 9	Market Adoption and Failure	Iridium	Gourville Eisenmann	
5	Feb 16	Financing Innovation	Spotfire	PAC#3	
6	Feb 23	Failures Project Presentations	Presentations		<b>@Failed Innovation Project Presentation Written Report Due</b>
7	Mar 1	Intellectual Property	Guest	PAC#4	
8	Mar 8	Midterm	In class		
		Spring Break	Enjoy!		
9	Mar 22	Business Model Innovation			<b>#Emerging Innovation Project Idea Presentation</b>
10	Mar 29	Business Week		PAC#6	
11	Apr 5	Design Thinking in Innovation	Apple	PAC#7	
12	Apr 12	Spatial Patters of Innovation		PAC#8	
13	Apr 19	Innovation on a Shoe-String			
14	Apr 26	Emerging Technology Project	Presentations		<b>#Emerging Innovation Project Presentation Start</b>
15	May 3	Putting it Together	Presentations		<b>#Emerging Innovation Project Presentation Finish Written Report Due</b>

**Key Due Dates During the Semester:**

Jan 26:	Failed Innovation Project Idea Presentation
Feb 23:	Failed Innovation Project Presentation and Written Report Due
Mar 8:	Midterm in Class
Apr 26:	Emerging Innovation Project Presentation Start
May 3:	Emerging Innovation Project Presentation Finish

## **University Administrative:**

### **Academic Dishonesty Policy**

It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. **Discipline may include suspension or expulsion from the University.**

### **Students on Academic Probation**

If you are currently on academic probation or in danger of slipping into probation, it is your responsibility to do well in the class. I will not entertain any requests at any point in the semester or after the semester for extra credit, grade adjustments, or other reconsiderations. The final grade given will stand.

### **Disability Policy**

If a student requires an accommodation based on disability, the student should meet with me during the first week of the semester and provide the relevant documentation from the University disability office.

### **Drop Policies**

It is the student's responsibility to complete the course or withdraw from the course in accordance with University Regulations. Students are strongly encouraged to verify their grade status before dropping a course after the first withdrawal date. A student who drops a course after the first withdrawal date may receive an "F" in the course if the student is failing at the time the course is dropped.

### **Census Date:**

If a student is not on my class role by the University census date, the student is not in the class and cannot attend class.

### **Bomb Threat Policy**

Effective April 8, 1996, the College of Business Administration has adopted a policy to deal with the classroom disruption caused by bomb threats in the building. Section 22.07 of the Texas Criminal Law Statutes governs terrorist threats and classifies bomb threats as Class A misdemeanors. Section 12.21 of the Texas Criminal Law Statutes states that a Class A misdemeanor is punishable by a fine not to exceed \$4,000, a jail term of not more than one year, OR, both such a fine and confinement. If anyone is tempted to call in a bomb threat, be aware that UTA will soon have technology to trace phone calls. Every effort will be made to avoid cancellation of presentation tests caused by bomb threats to the Business Building. Unannounced alternate sites will be available for these classes. If a student who has a class with a scheduled test or presentation arrives and the building has been closed due to a bomb threat, the student should immediately check for the alternate class site notice which will be posted on/near the main doors on the south side of the Business Building. If the bomb threat is received while class is in session, your instructor will ask you to leave the building and reconvene at another location. Students who provide information leading to the successful prosecution of anyone making a bomb threat will receive one semester's free parking in the Maverick Garage across from the Business Building. UTA's Crimestoppers will provide a reward to anyone providing information leading to an arrest. To make an anonymous report, call 1-817-272-3381.