



## Creativity & Entrepreneurship Undergraduate Course Information Guide

**Course Number: CCA 170 - 2 credits, 5 Weeks**  
**Crosslisted Course Number: AI 170 - 2 credits, 5 Weeks**  
**Delivery Format: Online Async**

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### Course Description

IPads. Smart Phones. The automobile. These inventions, once unknown and now taken for granted, required years of imagining, experimentation and innovative thinking. While we value the end product, we are often unaware of the underlying creative/creating process. This class will explore the role of creativity in the development of entrepreneurial skills and the entrepreneurial personality. Creativity in this course will be seen both as a learned skill and as an exploration of our intuition. This course will explore contemporary approaches to the creative process based on the human capacity to imagine, to explore and, ultimately, to create. These are core skills for anyone pursuing a career as an entrepreneur or simply in search of ways to explore innovation.

### Learning Outcomes

After completing this course, you will be able to:

- Identify creativity as a process, a practice and as scientific inquiry
- Identify Entrepreneurship and its role in innovation
- Analyze contemporary business models that exemplify innovation and entrepreneurship
- Analyze the parts of a creative process
- Analyze disruptive technologies and their role in entrepreneurship

If in a SCPS competence program, (BAIFA, BAC, BAGB, BAECE), this course addresses the following requirements:

Competence	Competence Statement / Criteria
A5	Can define and analyze a creative process.
L7	Can learn collaboratively and examine the skills, knowledge, and values that contribute to such learning.
FX	Related to student's focus area.

## Learning Strategies and Resources

Students in this course will read articles, watch films, participate in online discussions, and create a final paper to demonstrate their learning.

## Required Readings

Books and learning materials are available at the DePaul bookstore, at <http://depaul-loop.bncollege.com>, or through alternative sources.

Lateral Thinking: Creativity Step by Step by Edward de Bono ISBN-10: 0060903252

The Innovator's Dilemma: When New Technologies Cause Great Companies to Fail by Clayton Christensen ISBN-10: 1633691780

Additional readings may be available on Electronic Reserve, at the [DePaul Library](#). Login to Ares Course Reserves and select the course. Log in using your Campus Connect User ID and password. You will then get a page listing the courses in which you're enrolled that have readings posted in Ares. Click on the title of this course and the list of our electronic reserve readings will be displayed.

## Learning Deliverables

**Online Discussions:** The discussions relate to the reading assignments and are an essential component of this course. You do not have other weekly assignments to submit to the submission folder so it is expected that you participate fully in the discussions to get the most out of the course.

**Mid-Course Paper:** Write a 250 word paper articulating your selected concept in your own words and give examples from the text, your own experience and/or from the world at large. You are not required to research other sources for this paper. Choose one of the following theories: Lateral and Vertical Thinking, Sustaining and Disrupting Innovation, 1-2 of Drucker's Seven Sources of Opportunity, Traditional vs. Social Entrepreneurship.

**Final Paper or Video Presentation:** Write a 1250 word paper articulating your selected concept in your own words and give examples from the text, your own experience and/or from the world at large. You are not required to research other sources for this

paper. Choose one of the following theories: Lateral and Vertical Thinking, Disruptive Innovation, Drucker's Seven Sources of Opportunity, SCAMPER. Your final assignment can be submitted as a five-minute Panopto presentation in lieu of a written paper.

For SCPS students in the BAIFA Program:

You will complete this course for one of the following competences: FX, A5, L7. If you are registered for the FX and A5, you may complete the final assignment as written. If you are registered for the L7, you will complete a group project as your final project.

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## Assessment of Student Learning

### Distribution of Grade Points

Discussions / Participation	50%
Mid Course Submission	20%
Final Paper	30%

### Grading Scale

A = 95 to 100	A- = 91 to 94	B+ = 88 to 90
B = 85 to 87	B- = 81 to 84	C+ = 77 to 80
C = 73 to 76	C- = 69 to 72	D+ = 65 to 68
D = 61 to 64	F = 60 or below	INC

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## Course Schedule

Week and Module Title	Readings	Assignments
Module 1:	<p>Chapter 1 of Lateral Thinking by de Bono</p> <p>Chapter 1 of Philosophy of Creativity by Paul &amp; Kaufman</p> <p>Intro &amp; Chapter 2 of Thinkertoys by Michalko</p> <p>Videos:</p> <p>4 Lessons in Creativity by Burstein</p> <p>TEDxMidAtlantic 2010 by Limb</p>	<p>Discussion: Introduction</p> <p>Discussion: Lateral and Vertical Thinking</p>
Module 2:	<p>Article: Basics, Characteristics of Social Entrepreneurship by Portales</p> <p>Digital Entrepreneurship by Richter, et al</p> <p>Videos:</p> <p>Feature Film: The Founder</p>	<p>Discussion: Traditional and Social Entrepreneurship</p> <p>Discussion: Ray Kroc's Use of Lateral Thinking</p>
Module 3:	<p>Intro &amp; Chapter 1 – Innovator's Dilemma by Christensen</p> <p>Article: Innovation and Entrepreneurship by Drucker</p> <p>Article: The Discipline of Innovation by Drucker</p> <p>Videos:</p> <p>How to Build Disruptive Business by Christensen</p> <p>Education Innovation in the Slums by Leadbeater</p> <p>The Discipline of Innovation – Slide</p>	<p>Discussion: Disruptive vs. Sustaining Technologies</p> <p>Discussion: The Pet Rock &amp; The Seven Sources of Innovative Opportunity</p> <p>Mid-Course Submission</p> <p>Extra-Credit – Submit Thesis for Final Paper/Project</p>

	<p>Show</p> <p>The Pet Rock Fad</p>	
Module 4:	<p>Lateral Thinking (pages 57-103) by de Bono</p> <p>Article: Learn How To Use the Best Ideation Methods: SCAMPER by Dam and Siang</p> <p>SCAMPER Detail with Questions</p> <p>Videos:</p> <p>Let's Raise Kids to be Entrepreneurs by Herold</p> <p>The 6 Characteristics of Truly Creative People by Seelig</p>	<p>Discussion: Applying SCAMPER In Your Life</p>
Module 5:	<p>Article: Better Brainstorming by Gregersen</p> <p>The Fascinating History of Netflix by McFadden</p> <p>The Blockbuster Lifecycle from Forbes</p> <p>Videos:</p> <p>How Will You Measure Your Life by Christensen</p>	<p>Discussion: What's In Your Toolkit</p> <p>Discussion: Blockbuster and Netflix</p> <p>Final Paper or Project</p>

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## Course Policies

For access to all SCPS and DePaul University academic policies, refer to the following links:

[SCPS Student Resources Website](#)

[DePaul Student Handbook](#)

The [D2L Course Website](#) for this course.

## Course Syllabus

The official syllabus for this course that includes course dates, instructor information and quarter specific details will be provided by the course instructor by the start of the course and available on the course D2L website.

## Course Registration

To find out when this course will be offered next, you can go to the [SCPS Registration website](#) for details on how to register for the course.

For information on how this course can apply to your program, contact your academic advisor.

### **School of Continuing and Professional Studies**

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