COURSE: AI 170/CCA 170

COURSE TITLE: CREATIVITY AND ENTREPRENEURSHIP (ONLINE)

COURSE DESCRIPTION

This online course explores fundamental concepts of creativity and entrepreneurship, particularly as they relate to the development of habits (creative and entrepreneurial) through the examination of new skill sets and mental paradigms. Finally, the course looks at innovation, connecting creativity and entrepreneurship to support students in conceiving new ventures in the traditional and social entrepreneurship landscape. (2 credit hours)

There are no prerequisites for this course.

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

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.

Syllabus, AI 170
LEARNING RESOURCES

Students will acquire the following two texts:

*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

Books are available at the DePaul Loop Bookstore: [https://depaul-loop.bncollege.com/](https://depaul-loop.bncollege.com/)

All other course material including additional reading and assignments will be available on D2L. Additionally, there will be various videos assigned for viewing.

LEARNING STRATEGIES

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

ASSESSMENT OF STUDENT LEARNING

DISCUSSION CRITERIA (APPLICABLE TO ALL ONLINE DISCUSSIONS)

Discussions are an essential component of this course. You do not have other weekly assignments to submit to the dropbox, so it is expected that you participate fully in the discussions to get the most out of the course. The discussions in this course are designed to be back-and-forth conversations between you and your classmates. In order to receive full credit (20 points) for a given Discussion, you must make a contribution that is:

**Substantive/Creative:** This means that you offer a considered opinion, a thought–provoking speculation and/or new information. A substantive contribution does more than simply indicate "I agree" or "Me too," nor is a substantive contribution just one or two sentences. Make the post interesting to you, and your instructor (and your classmates) should find it interesting as well. "Creative" is an admittedly vague term but it is key to make these discussions more than repetition of dry facts. The key is to draw connections between the texts and topics and something else, be it an earlier reading / discussion in a previous module, a personal life experience, something in the news, etc. For an "A" post, you want to illuminate the subject matter at hand by relating it to some other topic like those mentioned above. I hope this will give us all a unique and fresh perspective on the topic at hand.

**Interactive:** This means that, in addition to posting your own view(s), you respond to at least two other
students and that you do so by, asking a clarifying question or identifying and expanding on a particularly interesting point. You also interact by keeping track of the activity on your own initial post and reply to any questions posed by your classmates.

**Timely:** This means that you make your first post by the halfway point of the week; and that you make at least two additional posts later in the week. It is expected that you participate/post on a minimum of two days throughout the module, but more frequent participation is strongly encouraged. If a posting is late, it cannot receive an A grade. If you foresee a problem with this schedule down the line, now is the time to notify your instructor, so we can make arrangements.

**Well-supported:** Any facts/figures, quotations, or images must be cited (the website URL is fine). Many of the topics we cover in this course are still politically charged. If quoting from or citing a news source, you should do your best to identify the bias of that source. For example, the Wall Street Journal Opinion section leans conservative, while Salon.com leans liberal.

**Note:** An initial post that responds to the prompt and two replies are the minimum requirement, and will earn you a passing grade. For a B or an A, you must be an active participant in our class community. In addition, you may receive an extra credit point for a contribution that your instructor judges to be of exceptional quality.

**GRADE DISTRIBUTION:**

Discussion / Participation: 50%

Mid Course Submission 20%

Final Paper 30%

**GRADING CRITERIA & SCALE**
**PASS/FAIL EXCLUSIONS:**
You may not use the Pass/Fail grading option if you are using this course to meet Liberal Studies Program (LSP) requirements. Likewise, if this course is taken to meet a requirement in your major (including intended and pre-majors), minor, and/or certificate (including intended and pre-minors/certificates) you may not use the Pass/Fail option.

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**INCOMPLETE (IN) GRADE:**
This process follows university policy. A student who encounters an unusual or unforeseeable circumstance that prevents her/him from completing the course requirements by the end of the term may request a time extension to complete the work.

- The student must formally initiate the request by submitting the Contract for Issuance of Incomplete Grade form (via email, word doc), no later than week 10 (or prior to the final week of a shorter-term course).
- The instructor has discretion to approve or not approve the student’s request for an IN grade.
- The instructor has discretion to set the deadline for completion of the work, which may be earlier but no later than two quarters (not counting Summer term).
- The instructor may not enter an IN grade on behalf of a student without a completed and agreed upon contract.
- The student is alerted that IN grades are not considered by Financial Aid as evidence of satisfactory academic progress.

_Syllabus, AI 170_
**COURSE SCHEDULE**

This course consists of 5 modules. The estimated time to complete each module is one week. To see specific course due dates, log into D2L and review the calendar.

**COURSE POLICIES**

Any changes to the syllabus will be communicated by the instructor via email during the first week of the course.

*This course includes and adheres to the College and University policies described in the links below:*

- [Academic Integrity Policy](#) (UGRAD)
- [Incomplete (IN) and Research (R) Grades Expiration Policy](#)
- [Withdrawal/Drop Policy](#) and [Withdrawal Tuition](#)
- [Accommodations Based on the Impact of a Disability](#)

Students are also invited to contact me privately to discuss your challenges and how I may assist in facilitating the accommodations you will use during this course. This is best done early in the term and our conversation will remain confidential.

- [Protection of Human Research Participants](#)

**OTHER RESOURCES FOR STUDENTS**

- [University Center for Writing-based Learning](#)
- [Dean of Students Office](#)