

CATALOG INFORMATION

Dept and Nbr: BMG 104 Title: INNOVATION & CREATIVITY
Full Title: Innovation, Creativity, and Change
Last Reviewed: 4/8/2013

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50

Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly:

Catalog Description:
Evaluate the skills, tools, and techniques to support brainstorming and creativity. Assess the methodology behind the inception and growth of ideas, concepts, and innovations. Apply social and cultural insights to creative inspiration, product development, idea generation, and venture creation.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Evaluate the skills, tools, and techniques to support brainstorming and creativity. Assess the methodology behind the inception and growth of ideas, concepts, and innovations. Apply social and cultural insights to creative inspiration, product development, idea generation, and venture creation. (Grade Only)
Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Effective:	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

Upon completion of the course, students will be able to:

- 1) Identify the various styles of successful innovators
- 2) Illustrate the global trends behind new product successes
- 3) Employ techniques to inspire personal creativity
- 4) Demonstrate idea generation to support their entrepreneurial venture

Topics and Scope:

- 1) Discovering opportunities
 - a. Timing
 - b. Investigating potential growth opportunities
- 2) Finding insight
 - a. Research and marketing intelligence
 - b. Trend spotting
- 3) Generating Ideas
 - a. Analysis
 - b. Interviewing, focus groups, data mining
- 4) Blueprinting ideas
 - a. Sources of inspiration
 - b. Identifying quality ideas
 - c. Planning steps
- 5) Assessing and testing ideas
 - a. Benchmarking, testing, and assessment
 - b. Estimating potential
- 6) Road to Innovation
 - a. Learning from failure
 - b. Seven Deadly Sins

- 7) Innovation landscape
- Creative success stories
 - Biographies

Assignment:

- 3 to 5 written creativity exercises
- Analysis of social and cultural trends
- 3 to 5 short presentations

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Creativity exercises

Writing
40 - 60%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Analysis of social and cultural trends

Problem solving
20 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Short presentations

Skill Demonstrations
20 - 30%

Exams: All forms of formal testing, other than skill performance exams.

None

Exams
0 - 0%

Other: Includes any assessment tools that do not logically fit into the above categories.

None

Other Category
0 - 0%

Representative Textbooks and Materials:

Little Black Book of Innovation, by Scott D. Anthony, Harvard Business Review Press, 2011