

CATALOG INFORMATION

Dept and Nbr: ESHIP 101 Title: INNOVATION
Full Title: Innovation
Last Reviewed: 11/27/2023

| Units | | Course Hours per Week | | Nbr of Weeks | Course Hours Total | |
|---------|------|-----------------------|------|--------------|--------------------|-------|
| Maximum | 3.00 | Lecture Scheduled | 3.00 | 17.5 | Lecture Scheduled | 52.50 |
| Minimum | 3.00 | Lab Scheduled | 0 | 6 | Lab Scheduled | 0 |
| | | Contact DHR | 0 | | Contact DHR | 0 |
| | | Contact Total | 3.00 | | Contact Total | 52.50 |
| | | Non-contact DHR | 0 | | Non-contact DHR | 0 |

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

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:
Students will evaluate the entrepreneurial skills, tools, and techniques to support brainstorming and creativity. They will also assess the methodology behind the inception and growth of ideas, concepts, innovations. Additionally, students will apply social and cultural insights to creative inspiration, product development, idea generation, and venture creation.

Prerequisites/Corequisites:

Recommended Preparation:
Course Eligibility for BMG 53 OR Course Eligibility for BGN 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Students will evaluate the entrepreneurial skills, tools, and techniques to support brainstorming and creativity. They will also assess the methodology behind the inception and growth of ideas, concepts, innovations. Additionally, students will apply social and cultural insights to creative inspiration, product development, idea generation, and venture creation.
(Grade Only)

Prerequisites/Corequisites:

Recommended: Course Eligibility for BMG 53 OR Course Eligibility for BGN 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: |
| CSU Transfer: | | Effective: | Inactive: |
| UC Transfer: | | Effective: | Inactive: |

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Survey and discuss the various forms and types of creativity and innovations such as ideas, ventures, organizations, and social and cultural movements.
2. Describe the roots, keys, and sources of creative and innovative business concepts.
3. Identify the forces behind successful innovations.

Objectives:

At the conclusion of this course, the student should be able to:

1. Demonstrate how to apply creativity and design thinking in developing innovations both as an individual and as part of a team.
2. Describe how innovation is essentially a creative problem-solving capability that can be and is applied to a wide variety of opportunities and challenges.
3. Be able to distinguish between different types of innovation, and when technology is a facilitator of innovation rather than the end product of innovation.
4. Discuss the role of business models in the innovation process, the fundamental elements of a business model and their interrelationship, and the keys to successful business model innovation.
5. Analyze the commercial potential of creative ideas.

Topics and Scope:

I. Defining Innovation

- A. Types
- B. Sources
- C. Technology

II. Creativity and the Innovation Process

- A. The innovation engine

- B. Fostering creativity/creative cultures
- C. Identification of drivers
- III. Blue Ocean Strategy
 - A. Exploring new market opportunities and customers
 - B. Reshaping market boundaries and value propositions
- IV. Design Thinking
 - A. Customer-centered design
 - B. Determining design constraints and requirements
 - C. Empathy maps
- V. Value Proposition Design
 - A. Customer profile
 - B. Value map
 - C. Value proposition canvas
 - D. Social influences
- VI. Ideation and Evaluation
 - A. Ideation techniques
 - B. Problem-solution fit
 - C. Testing and evaluation alternatives
- VII. Assessing Commercial Viability
 - A. Business model design
 - B. Operational and financial considerations

Assignment:

1. Reading (20-40 pages per week)
2. Written creativity exercises (3-5)
3. Semester-long innovation project (e.g. written paper, business model, oral presentation)
4. Project presentations (4-6)
5. Final individual reflection

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; innovation project; final individual reflection

Writing
40 - 60%

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

Innovation project

Problem solving
20 - 30%

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

Project 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.

Participation

Other Category
0 - 10%

Representative Textbooks and Materials:

Blue Ocean Strategy. Kim, Chan and Mauborgne, Renee. HBR Press. 2015 (classic)

Value Proposition Design. Osterwalden, Alexander. Wiley. 2014 (classic)

InGenius. Seelig, Tina. Harper One. 2012 (classic)

Instructor prepared materials