

**ESHIP 101 Course Outline as of Spring 2020****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:**

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:**

<b>AS Degree:</b>	<b>Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU GE:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>IGETC:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>
<b>UC Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>

**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 examine the various forms and types of creativity and innovations -- ideas, ventures, organizations, social and cultural movements.
2. Describe the roots, keys, and sources of creative and innovative business concepts.
3. Identify the drivers 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. Understand and experience 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 rather than the end product of innovation.
4. Understand 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. Written creativity exercises (3 - 5)
2. Semester-long innovation project (written paper, business model, oral presentation)
3. Project presentations (4 - 6)
4. Final individual reflection
5. Reading of 20-40 pages per week

### 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 business model

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.

Class Participation

Other Category  
0 - 10%

**Representative Textbooks and Materials:**

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

Value Proposition Design. Osterwalden, Alexander. Wiley. 2014

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