Course Title: Unleashing Creative Innovation and Building Great Products  
Course Code: BUS 135  
Instructor: Ellen Petry Leanse

Course Summary:  
*Please see course page for full description and additional details.*

Grade Options and Requirements:  
- No Grade Requested (NGR)  
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.  
- Credit/No Credit (CR/NC)  
  - Score will be determined by student attendance and participation.  
- Letter Grade (A, B, C, D, No Pass)  
  - Written work will determine grade. Graded assignments can be either individual or group projects based on the course’s key themes and/or on books referenced in course work. A list of these books and a grading rubric will be sent to enrolled students one week before the course begins.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

Tentative Weekly Outline:  

Week One  
Introductions, Course Review, and Ten Key Principles  
Exercise: What is a “Product”?

Week Two  
Exercise: Experiencing Unconscious Bias  
The Brain as Computer  
Case Study: Creative Labs NOMAD vs. iPod

Week Three  
Exercise: Deepening Collaboration  
Hacking Reality: brain-aware product ideation  
Guest Speaker: Sustainable Innovation

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365 Lasuen St., Stanford, CA 94305  
continuingstudies@stanford.edu  
650-725-2650
Week Four
Exercise: Challenging the Comfort Zone
Lecture: What it means to “Think Different”
Dialog: Cognition, Emotion, and Affinity in product design

Week Five
Exercise: The Science of Engagement
Case Study: Apple & The Art of Innovation
Guest Speaker: Creating products that stick

Week Six
Exercise: Rethinking “Reality”
Lecture: From Ordinary to Extraordinary
Dialog: Fueling innovation

Week Seven
Graded project presentations
Dialog: Sustaining change

Week Eight
Exercise: Your Brain at Work
Dialog: Class review and next steps
Guest speaker: To be determined

Please note that schedule may vary based on availability of guest speakers.