



Course Title: Unleashing Creative Innovation and Building Great Products

Course Code: BUS 135 W

Instructor: Ellen Petry Leanse

Course Summary:

BUS 135 takes a unique look at what it means to innovate. Exploring neuroscience, case studies from Silicon Valley, Design Thinking, and insights from some of tech's greatest visionaries, this class explores the role of creativity and intuition in innovation—and offers new frameworks for envisioning products and their impact on the people who use them.

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)
 - A passing grade (for "Credit") = at least 70% of expectations accomplished
- Letter Grade (A, B, C, D, No Pass)
 - *All assignments will be graded on a completed / not completed basis.*
 - Attendance/Online Participation 30%
 - Final Presentations (Talks or Papers) 30%
 - Contribution to Online Activity 20%
 - In-class Peer Interaction/Feedback 20%

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 1

Theme: Ten Key Principles

Overview: Your Brain on Innovation

Case Study: Meerkat: Did we see it coming?

Week 2

Theme: Principles of Design Thinking

Overview: Hacking Assumptions: Breaking through Design Bias

Case Study: Facebook and “Elevating Personal Sharing”

Week 3

Theme: Elevating Collaboration

Overview: Understanding the Cost of Bias

Case Study: Creative Zen vs. iPad

Week 4

Theme: Leadership and Influence in Product Design

Overview: Creating Creativity (or The Power of Generative Leadership)

Guest Speakers: Three leaders discuss how they encourage inventiveness

Week 5

Theme: Unlikely Innovation: New Principles for Creating Change

Overview: What is Impact?

Case Study: The Last Mile

Week 6

Theme: The Art of Thinking Different

Overview: Mindful to Skillful

Discussion: “Becoming Steve Jobs”

Week 7

Theme: Integrating Creativity and Technology

Final Presentations, First Group

Week 8

Recap: The Ten Principles: What’s Changed?

Final Presentations, Second Group

Applying the Principles (Interactive Exercise)