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.

Please contact the Stanford Continuing Studies office with any questions
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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)