Course Title: Unleashing Creative Innovation & Building Great Products
Course Code: BUS 135 W
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)
  - Students must accomplish at least 80% of course activities.

- Letter Grade (A, B, C, D, No Pass)
  - All graded students will complete a final presentation - “TED-style” talk, Case Study, Book Review, or other relevant project - and share it in a way that demonstrates a pay-it-forward, “teach to learn” perspective. Peer review will be a key component of final grades. Projects can be as creative and interactive as students wish.
    - Participation in Discussion Forum 30%
    - Final Presentations (Talks or Papers) 30%
    - Completion of Online Activities 20%
    - 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 One: PRINCIPLES OF THINKING DIFFERENT
Introductions, Course Review, and Ten Key Principles
Exercise: What is a “Product”? 

Week Two: DESIGN FRAMEWORKS
A close look at Design Thinking and its applicability to products, services, organizations – and more
Exercise: Understanding “CARE” in Creating Excellence

Please contact the Stanford Continuing Studies office with any questions
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Week Three: ACTIVATING INNOVATION POTENTIAL
Case Study: Meerkat & What Went Wrong
Exercise: Looking Beyond Design Bias

Week Four: LEADERSHIP & INTENTION IN PRODUCT EXCELLENCE
Case Study: Creative Labs Nomad vs. iPod
Exercise: The Psychology of Innovative Organizations

Week Five: UNLIKELY INNOVATION: UNCONVENTIONAL APPROACHES TO CREATING IMPACT
Unexpected Advantage: the next wave of value waits in surprising markets
Exercise: This is Your Brain on Creativity

Week Six: ELEVATING & CATALYZING CHANGE
The Catalytic Company / The Game-Changing Leader
Exercise: “Product Jumble” – applying new principles to everyday products

Week Seven: IGNITING THE “SPARK”
Reconnecting with your Innate Creativity (and activating it in others)
Exercise: What we fake, what we hide: a look beneath the facade of typical organizations

Week Eight: EXTENDING INNOVATION
Practices and Methodologies for Creating Change
Exercise: Class Presentations and Exercises; Next Steps