



TEXAS A&M
UNIVERSITY
CENTRAL TEXAS

**MGMT 5345-115 – Creativity and Innovation
(Online) Fall 2023: August 28 – October 20**

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Angela Patrick, PhD, PMP

Office: Founder's Hall #217

Cell Phone: (254) 681 1416

Email: abpatrick@tamuct.edu – Canvas message is preferred for communications. Please allow 24 hours for a response on a weekday, and 48 hours on a weekend.

Office Hours: Office hours are online and by appointment only.

Course Modality: This course uses a completely asynchronous online modality (see course requirements for more information for this modality).

College of Business Administration Department Information:

COBA Department Main Phone Number: 254-501-5944

COBA Department Main Email: cobainfo@tamuct.edu

Access to the [Canvas classroom](#) is at: <https://tamuct.instructure.com/>

SAFEZONE

Emergency Warning System for Texas A&M University-Central Texas: SafeZone provides a public safety application that gives you the ability to call for help with the push of a button. It also provides Texas A&M University-Central Texas the ability to communicate emergency information quickly via push notifications, email, and text messages. All students automatically receive email and text messages via their myCT accounts.

Downloading SafeZone allows access to push notifications and enables you to connect directly for help through the app.

You can download SafeZone from the app store and use your myCT credentials to log in. If you would like more information, you can visit the [SafeZone](#) website [www.safezoneapp.com].

To register SafeZone on your phone, please follow these 3 easy steps:

1. Download the SafeZone App from your phone store using the link below:
 - [iPhone/iPad](https://apps.apple.com/app/safezone/id533054756): [<https://apps.apple.com/app/safezone/id533054756>]
 - [Android Phone / Tablet](#)
[<https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp>]
2. Launch the app and enter your myCT email address (e.g. [{name}@tamuct.edu](#))
3. Complete your profile and accept the terms of service.

Mode of Instruction and Course Access: This is an online course that utilizes the TAMUCT Canvas Learning Management System [<https://tamuct.instructure.com>] for class communications, content distribution, and assessments. Students will access all course materials, assignments, student-instructor and student-student communication, activities, and resource links via the Course web site. Online learning requires students to be very self-disciplined, be sure you understand and are prepared to comply with all required class assignments and deadlines. This graduate course is extremely time intensive. Be sure you are ready and willing to meet these time and workload challenges.

Student-Instructor Interactions: I check Canvas message and email every day during the work week. For emails sent on a weekend, please allow up to 48 hours for a response. Students with questions are encouraged to reach out to me at any time. This graduate course is extremely time intensive. Be sure you are ready and willing to meet these time and workload challenges.

COURSE INFORMATION

Required Course Materials:

There will not be a traditional textbook in this course. The materials will consist of current case studies, articles, white papers, industry journals, blogs, podcasts, videos, books, interviews, and content available on-line. (We will work with the university library and access resources that are available at no additional cost to the students).

Course Overview and Description:

This course focuses on creativity and innovation, with particular emphasis on the creativity process and the mechanisms by which it is operationalized into innovation within organizational contexts. This course is based on a multidisciplinary approach to experiential learning focused on innovative, creative, and managerial leadership thinking at the intersection of business, entrepreneurship, intrapreneurship, and social entrepreneurship. Students will learn various tools to promote creativity within themselves and others, processes to increase innovation, how to contribute to a creative team, how to manage creativity, and how to establish a culture of creativity within an organization. This course prepares students to contribute in a unique and productive way to today's entrepreneurial and organizational demands. The role and opportunities related to sustainability in innovation and entrepreneurship will also be emphasized.

Student Learning Objectives (SLOs):

At the conclusion of the course students will be able to:

- Differentiate between the creative person, process, product and environment.
- Explain the key aspects of the innovative process.
- Define the aspects of the "intersection" and its importance in innovation.
- Validate why creativity and innovation are important for entrepreneurial and corporate growth.
- Assess creative development and prescribe a plan of action to enhance the ability to think more
- List major barriers to managing creativity and innovation.
- List primary management techniques to facilitate creativity and innovation.

- Specify ways an organization can encourage and discourage a culture of creativity and innovation.
- Learn entrepreneurial mindsets and toolsets

TECHNOLOGY REQUIREMENTS AND SUPPORT

Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system. **We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.**

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

Other Technology Support

For log-in problems, students should contact Help Desk Central, 24 hours a day, 7 days a week

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

Please let the support technician know you are an A&M-Central Texas student.

COURSE REQUIREMENTS

A syllabus serves as an instructional and study planning document for both faculty and students. Although every effort will be taken to complete the semester according to the syllabus, it may become necessary to make certain changes to better facilitate the academic environment. In such an event, changes will be announced in the virtual classroom and emailed to students within one week of the change decision. Following is a description of the major course assignments as well as other components that make up the total grade for this course.

Discussion Forum (3 x 100 =300 points)

There will be a total of 3 discussion forums that will be based on case studies, theories and concepts learned in this course that will need to be applied to the real world. You will need to respond to a minimum of 2 peers. Discussions are intended to create student-to-student interaction in the course as well as teach and reinforce module concepts. *A rubric with the grading criteria will be provided with the discussion instruction.*

Discussions are interactive and time sensitive; therefore, contributions to **discussions will not be accepted late without written documentation of an unavoidable or unforeseeable event.**

Professional Conduct Expectations: Online netiquette and in-person professional conduct are required at all times. I reserve the right to delete student posts that violate netiquette expectations, including those posts that lack kindness, respect, and inclusive language towards students or the instructor. A student whose post lacks netiquette will be deleted and receive a 0 for that discussion. A student's behavior that is unprofessional and/or violates netiquette expectations will be viewed as a violation of professional etiquette. **A reduction in one final grade level (e.g., from A grade to B grade) will occur per case of a behavior that is unprofessional and/or violates netiquette expectations.** However, I reserve the right to reduce the penalty if I believe the behavior was unintentional or very minor in impact.

Creativity and Innovation Journal (4 x 50 = 200)

To enhance the ideation and creativity component of the course, students will create and maintain a creativity and innovation journal (physical notebook, electronic or digital version to keep notes). I recommend getting a small, easy to carry notebook that you can keep with you at all times. In your physical journal, students will record weekly any class notes, reading assignments, observations, ideas, inspirations, motivations, experiments, challenges, aha moments, and questions that arise from this course. I want to see your findings along with reflection questions assigned.

General Assignments (5 x 100 = 500 points)

There will be five assignments in this course that are designed to help your creativity. Being a student is rigorous, so each assignment has been developed to purposefully promote your creative development.

Requirement: Professional Etiquette

Students are expected to embody professionalism to include the following:

1. **Demeanor** – Being polite, well-spoken, inclusive and mature, and demonstrating tact, respect, compassion, and appreciation - not being rude, belligerent, arrogant, or aggressive.
2. **Reliability** – Following through on tasks in a timely manner, and communicating unanticipated events.
3. **Competency** – Committing to learning and applying content from the course, acting in a responsible manner, and practicing sound judgment, seeking assistance when appropriate.
4. **Ethics** – Being honest and trustworthy.
5. **Equality** – Refraining from giving or seeking preferential treatment unless supported by the Office of Student Success, adhering to published policies of the university, seeking assistance or clarification when appropriate.

A student who violates professional etiquette in a manner that is egregious (as determined by the instructor) may result in a failing grade for the course. A less severe penalty may be assigned by the instructor, depending on the circumstances of the situation.

SUMMARY OF GRADING CRITERIA

Grade Composition:

Requirement	Points	Detail
Discussions	300	3 discussions – 100 points each: 300 points total
Journal	200	4 journals - 50 points each: 200 points total
General Assignments	500	5 assignments – 100 points each: 500 points total
Professional Etiquette	-	Can be a deduction factor
Total	1000	1,000 points total

Grades will be computed using the following point scale. A= 900 or more, B= 899-800, C= 799-700, D= 699-600, and F= 599 or less. (Grades will NOT be computed using the percentage scale in Canvas.)

Posting of Grades: All student grades are anticipated to be posted in the Canvas Grade book within seven days of the submission deadline and/or close of discussions. If I am unable to return grades within this timeline, I will post an announcement in the Canvas classroom with the anticipated posting date for grades. Students should monitor their grades through this tool and report any issues or concerns immediately.

Submitting Course Requirements: Please submit all course requirements (discussions, assignments, etc.) through our Canvas classroom.

COURSE SCHEDULE

(Subject to change at the instructors' discretion)

Class	Day	Activity	Due
Week 1	28 Aug-3 Sep	Growth Mindset/ Fear Curiosity & Failure Read and review syllabus, and all material in Module #1	Discussion #1/ Introductions and Journal Entry #1 due by: Sep 4
Week 2	4-10 Sep	Hope, Challenge, & Excitement/ Idea Generation/ Prototyping and storyboarding Read and review all material in Module #2	Assignment #1 due by: Sep11
Week 3	11-17 Sep	Interviewing/ Questions Read and review all material in Module #3	Journal Entry #2 due by: Sep 18
Week 4	18-24 Sep	Business Models / Canvas; Value Proposition; Differentiation; Proprietary; Competitive Advantage Read and review all material in Module #4	Assignment #2 due by: Sep 25

Week 5	25 Sep-1 Oct	Pivot or Persevere/ Creative Problem Solving Read and review all material in Module #5	Discussion #2 due by: Oct 2
Week 6	2-8 Oct	Wicked Problems Read and review all material in Module #6	Journal Entry #3 & Assignment #3 due by: Oct 9
Week 7	9-15 Oct	Need for Creativity and Innovation in Organizations Read and review all material in Module #7	Discussion #3 due by: Oct 16
Week 8	16-19 Oct	Process Reflection Read and review all material in Module #8	Assignment #4 & #5 & Final Journal due by: Oct 19

Important University Dates:

Please use the following link to download the current [2023-2024 Academic Calendar](https://www.tamuct.edu/registrar/academic-calendar).
You can find previous and updated calendars at:
<https://www.tamuct.edu/registrar/academic-calendar.html>

INSTRUCTOR POLICIES

Student Participation:

Student participation is required. We learn from sharing out thoughts, ideas, experiences and backgrounds while at the same time listening to input from other students. We all come to the classroom with a wealth of knowledge for sharing, and it is vital to maintain a civil classroom environment. Your contribution to discussion is important and valued.

Late Policy:

A make-up test can be arranged if the student has a legitimate reason for missing the test and has notified the instructor before the exam has been given to the class (or as soon as possible after the exam in case of an emergency). Late submissions will only be allowed for unanticipated and legitimate reasons (e.g., unforeseeable emergency). Traveling, loss of internet access, or simply forgetting about an assignment are not considered to be unanticipated and legitimate reasons.

Spelling, Grammar, and Writing Skills:

For written assignments, all work should be proofread, free of grammatical errors, include proper citations and references in accordance with American Psychological Association (APA) standards. The content of all written assignments is what you will be evaluated on, provided that your spelling and grammar does not have major issues. I reserve the right to remove up to 10% of points on any written assignment for excessively bad grammar and spelling mistakes. Students who proofread their work, use spelling and grammar checking tools, or obtain help from the University Writing Center (described above) should not be affected by this policy.

Academic Honesty and Cheating:

All work for individual assignments and exams must be your own. You may not collaborate in any way on online exams. Any students who deliberately cheats on an exam will receive a zero grade for that exam and be reported to the university's Office of Student Conduct

I reserve the right to make reasonable alterations to the course calendar and syllabus. It is a guide, not a hard and fast rule. Changes will only be made that benefit the class as a whole. Online attendance is essential in a class of this nature. Make sure to check Canvas daily. In order to successfully pass this course a student must engage in the online course room and complete all assignments.

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

Drop Policy

If you discover that you need to drop this class, you must complete the [Drop Request Dynamic Form](#) through Warrior Web.

[<https://dynamicforms.ngwebsolutions.com/casAuthentication.ashx?InstID=eaed95b9-f2be-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2FSu bmit%2FForm%2FStart%2F53b8369e-0502-4f36-be43-f02a4202f612>].

Faculty cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed. Once you submit the completed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

Academic Integrity

Texas A&M University-Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the Student Conduct process](#), [<https://www.tamuct.edu/student-affairs/student-conduct.html>].

If you know of potential honor violations by other students, you may [submit a report](#), [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

Academic Accommodations

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Warrior Center for Student Success, Equity and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services and activities. If you believe you have a disability requiring reasonable accommodations, please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information, please visit our [Access & Inclusion](https://tamuct.instructure.com/courses/717) Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

Important information for Pregnant and/or Parenting Students

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html) [https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) online, please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

COBA Learner Access and Success

This web site has been specially designed to provide “one stop shopping” for the University and College resources that College of Business Administration students are likely to need throughout the semester. This includes setting up an appointment with an advisor, tutoring, career and professional development, among other services and many helpful videos. **Check it out and bookmark it, it will be very useful: [COBA Learner Access and Success](https://www.tamuct.edu/coba/coba-learners.html)** (https://www.tamuct.edu/coba/coba-learners.html)

Tutoring

Tutoring is available to all A&M-Central Texas students, both virtually and in-person. Student success coaching is available online upon request.

If you have a question, are interested in becoming a tutor, or in need of success coaching contact the Warrior Center for Student Success, Equity and Inclusion at (254) 501-5836, visit the Warrior Center at 212 Warrior Hall, or by emailing WarriorCenter@tamuct.edu.

To schedule tutoring sessions and view tutor availability, please visit [Tutor Matching Services](https://tutormatchingservice.com/TAMUCT) [https://tutormatchingservice.com/TAMUCT] or visit the Tutoring Center in 111 Warrior Hall.

Chat live with a remote tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.

University Writing Center

University Writing Center: Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (A&M–Central Texas) is a free service open to all A&M–Central Texas students. For the Spring 2022 semester, the hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday in Warrior Hall 416 (with online tutoring available every hour as well) with satellite hours available online only Monday thru Thursday from 6:00-9:00 p.m. and Saturday 12:00-3:00 p.m.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor by making an appointment via [WOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor by making an appointment via [WOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor.

University Library

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 400,000 eBooks and 82,000 journals, in addition to the 96,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound

recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place virtually through WebEx, Microsoft Teams or in-person at the library. [Schedule an appointment here](https://tamuct.libcal.com/appointments/?g=6956) [https://tamuct.libcal.com/appointments/?g=6956]. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

OPTIONAL POLICY STATEMENTS

A Note about Sexual Violence at A&M-Central Texas

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Wellness and Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/compliance/titleix.html) [https://www.tamuct.edu/compliance/titleix.html].

Behavioral Intervention

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/bit) website for more information [https://www.tamuct.edu/bit]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5805.

Copyright Notice

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

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