

Syllabus for
MGT 372/GMGT 541–Creative Thinking
3.0 Credit Hours
Fall 2008

I. COURSE DESCRIPTION

An introduction to the modern practices of creative thinking and the creative idea generation process in all areas of the business and professional environments.

II. COURSE GOALS

- A. The student will gain knowledge of the creative process and use it to solve problems or fulfill opportunities in any area of study, personal life, or career path. The student will learn the theoretical applications of creative theories and techniques.
- B. In line with the purpose of this university this course seeks to:
 - 1. Contribute to the education of the whole person.
 - 2. Develop an appreciation for differing cultures.
 - 3. Demonstrate that knowledge and experience are related not separated.
 - 4. Assist the students' development of basic skills, acquiring the basic knowledge and formulation of a world vision.
- C. In line with the purposes of the Business Administration program this course is designed to prepare a student for an active role in the business world. While this course has a general perspective for the development of students in all majors, its focus is on idea development and the strategic planning process. The purposes of the course include the integration of spiritual development, intellectual growth and physical and mental discipline.
- D. In line with the department objectives this course seeks to prepare students in the following areas:
 - 1. Critical thinking (skill and reasoning, objective analysis, interpretation, research or decision making relevant to the discipline).
 - 2. Broad interpretation of the dynamics of business within the social professional context.
 - 3. Internalization of Christian ethics and professionalism.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

- A. Terminal Objectives
As a result of successfully completing this course, the student will be able to do the following:
 - 1. Present, either orally or in writing, and implement solutions to problems in his/her church, school, family, and career.
 - 2. Effectively communicate, either orally or in writing, the presence of opportunities where others see problems.
 - 3. Present, either orally or in writing, and implement strategies for the organization

of people and assets to accomplish great things in the face of an ever changing global economy.

B. Unit Objectives

As a result of successfully completing this unit, the student will be able to do the following:

1. Write an essay showing the complete development of a product or concept from initial idea to market ready application.
2. Present the market value of the product in a twenty (20) minute presentation.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

A. Required Textbooks

Ray, Michael and Myers, Rochelle. Creativity in Business, 1st edition. New York: Doubleday Publisher, 1989

Peter Skarzynski and Rowan Gibson, Innovation to the Core, Harvard Business Press, 2008

B. Optional Textbooks and/or Reading Material

None

C. Optional/Recommended Materials

None

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence will be charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software. By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school and departmental policies regarding ePortfolio requirements. Students should consult the ePortfolio handbooks for requirements regarding general education and the student's majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting an ePortfolio artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically

B. Course Policies and Procedures

1. Undergraduate Evaluation Procedures

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|----|--|-----------------|
| a. | Exam I | 100 pts. |
| | Exam II | 100 pts. |
| | Final Exam | 100 pts. |
| | Participation, quizzes, and attendance | 100 pts. |
| | Class project | <u>100 pts.</u> |
| | TOTAL | 500 pts |
- b. Course grade will be assigned on the total number of points attained in the course as follows:
- | | | |
|------------------|---|---|
| 90% of 500 | = | A |
| 80% of 500 | = | B |
| 70% of 500 | = | C |
| 60% of 500 | = | D |
| Below 60% of 500 | = | F |

2. Graduate Evaluation Procedures

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|-----|--|-----------------|
| a.. | Exam I | 100 pts. |
| | Exam II | 100 pts. |
| | Final Exam | 100 pts. |
| | Participation, quizzes, and attendance | 100 pts. |
| | Class project | 100 pts. |
| | Class Assessment Reports | <u>200 pts.</u> |
| | TOTAL | 700 pts. |
- b. Course grade will be assigned on the total number of points attained in the course as follows:
- | | | |
|------------------|---|---|
| 90% of 700 | = | A |
| 80% of 700 | = | B |
| 70% of 700 | = | C |
| 60% of 700 | = | D |
| Below 60% of 700 | = | F |

3. ePortfolio Requirements: None

VI. COURSE CALENDAR

DATE	ASSIGNMENT
<i>First Week</i>	<i>Introduction to Course Background</i>
<i>Second Week</i>	<i>Creativity in Business Introduction</i>
<i>Third Week</i>	<i>Creativity in Business Overview</i>
<i>Fourth Week</i>	<i>Best Ideas</i>
<i>Fifth Week</i>	<i>Produce Idea Generation</i>
<i>Sixth Week</i>	<i>Innovation to the Core Introduction</i>
<i>Seventh Week</i>	<i>Turning Rhetoric into Reality</i>
<i>Eighth Week</i>	<i>Group Think</i>
<i>Ninth Week</i>	<i>Fall Break</i>
<i>Tenth Week</i>	<i>Midterm Exam</i>
<i>Eleventh Week</i>	<i>Enlarging and Enhancing the Innovation Pipeline</i>
<i>Twelfth Week</i>	<i>New Market Application</i>
<i>Thirteenth Week</i>	<i>Creativity</i>
<i>Fourteenth Week</i>	<i>Presentation</i>
<i>Fifteenth Week</i>	<i>Thanksgiving Break</i>
<i>Sixteenth Week</i>	<i>Review</i>
<i>Seventeenth Week</i>	<i>Final Exam</i>

Course Inventory for ORU's Student Learning Outcomes

Creative Thinking – MGT 372/GMGT 541 Fall 2008

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Address the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Address the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The student Learning glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES and Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – SPIRITUALLY ALIVE				
	<i>Proficiencies/Capacities</i>				
1A	Biblical knowledge			x	
1B	Sensitivity to the Holy Spirit			x	
1C	Evangelistic capability			x	
1D	Ethical behavior	x			
2	Outcome #2 – INTELLECTUALLY ALERT				
	<i>Proficiencies/Capacities</i>				
2A	Critical thinking	x			
2B	Analytical problem solving	x			
2C	Global and historical perspectives		x		
2D	Aesthetic appreciation	x			x
2E	Intellectual creativity	x			
2F	Information literacy				
3	Outcome #3 – PHYSICALLY DISCIPLINED				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				x
3B	Physically active lifestyle				x
3C	Properly balanced nutrition plan				x
4	Outcome #4 – SOCIALLY ADEPT				
	<i>Proficiencies/Capacities</i>				
4A	Communication skills		x		
4B	Interpersonal skills			x	
4C	Appreciation of cultural and linguistic differences				x
4D	Responsible citizenship			x	
4E	Leadership capacity		x		