

Syllabus for
MGT 372/GMGT 541 — Creative Thinking
3.0 Credit Hours
Fall 2013

I. COURSE DESCRIPTION

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

Prerequisites: None

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 management 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 innovation 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, concept or idea from initial idea to market ready application.
2. Present an innovative new product or service within a 20 minute presentation.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

A. Required Textbooks

Berkun, S. (2010). *Myths of innovation*. Sebastopol, CA: O'Reilly

Sawyer, K. (2013). *Zig Zag: The Surprising Path to Greater Creativity*. San Francisco: Jossey-Bass.

Nussbaum, B. (2013). *Creative Intelligence: Harnessing the Power to Create, Connect and Inspire*. New York: Harper.
(Required Only for Graduate Students)

Selected readings will be assigned in class.

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 are 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, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers.
 - b. Failing to meet group assignment or project requirements while claiming to have done so.
 - c. Failing to cite sources used in a paper.
 - d. Creating results for experiments, observations, interviews, or projects that were done.
 - e. Receiving or giving unauthorized help on assignments.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. Penalties for any of the above infractions may result in

disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.

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 the Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting a Whole Person Assessment 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. Evaluation Procedures

a. Undergraduate Point Distribution	
Research Project	30%
Innovation Project	30%
Exams	20%
Participation	20%
Graduate Point Distribution	
Research Project	25%
Innovation Project	25%
Creativity Audit	10%
Exams	20%
Participation	20%

2. Late Work Policy

Late work will not be accepted. Assignments are due on or before the deadline given. Under rare circumstances, exceptions will be made. However, notice of late work must be given before assigned deadline.

3. Attendance Policy

Attendance is mandatory. Students are permitted 1 unexcused absence. After each unexcused absence beginning with the second, ten points will be deducted from student's final grade. Students are expected to be in dress code. Students arriving not in dress code will be counted as absent.

C. Contact information

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COURSE CALENDAR

Date	Topic	Assigned Reading
Week 1	Introduction	
Week 2	Where Ideas Come From	Berkun 1 & 2
Week 3	Creative Problem Solving	Berkun 5 & 6
Week 4	No Class	Berkun 9 & 10
Week 5	After Ideation	Berkun 3 & 4
Week 6	Best Practices for Creativity	Berkun 7 & 8
Week 7	Creative Intelligence	
Week 8	Design Thinking	
Week 9	Research Project Presentations	
Week 10	Fall Break	
Week 11	Introduction to the Creative Process	
Week 12	Creative Process Stages 1 & 2	Sawyer 1 & 2
Week 13	Creative Process Stages 3 & 4	Sawyer 3 & 4
Week 14	Creative Process Stages 5 & 6	Sawyer 5 & 6
Week 15	Creative Process Stages 7 & 8	Sawyer 7 & 8
Week 16	Putting It All Together	
Week 17	Creative Intelligence Revisited	
Week 18	Innovation Project Presentations	

Course Inventory for ORU's Student Learning Outcomes

Creative Thinking in Business (MGT 372/GMGT 541)
Fall 2012

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		
2E	Intellectual creativity	X			
2F	Information literacy	X			
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		