

Innovation and Design – BADM 790

Spring 2014 Syllabus

Instructor: Joel Wooten

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Office hours: BA 728, TWR 1:00-2:30p (or by appt.)

803-777-2303

Classroom: BA 204

Course description

Using projects built around innovation tournaments, Innovation and Design is an intensive, hands-on course in which teams will create and launch viable businesses. The emphasis throughout is on developing skills in problem solving and design and applying them to real innovation and entrepreneurial hurdles.

Relevant tools and techniques will be integrated within the startup format to assist with understanding user needs, evaluating concepts, designing solutions, and lean entrepreneurship. Each week will address specific elements, with the goal of understanding the systematic processes that improve outcomes and limit risk – changing innovation from luck into designed effort.

This course is aimed at students interested in either running their own company or managing businesses or innovation teams in a larger entity.

Course materials

Blackboard will host most class materials, assignments, notes, discussions, and grades. Please check it regularly, as it will serve as the class portal.

The required text is *Innovation Tournaments* (by Terwiesch & Ulrich). It is available on Amazon for ~\$23 or in the university bookstore. Chapters 1-2 are available via Google Books for free.

Grading

Your final grade will be the sum of your course assignments grades. There are a total of 100 points available, broken down as follows:

		A	80 – 100
Individual assignments:	34 pts	B+	75 – 79
Individual idea pitches:	10 pts	B	60 – 74
Team assignments:	20 pts	C+	55 – 59
Team idea pitches:	15 pts	C	40 – 54
Class participation:	21 pts	D	30 – 39
TOTAL	100 pts	F	0 – 29

Students who receive an A will be those who show professional-level competence in both their team and individual work. Note that 60% of the idea pitch points will be allocated on a relative basis from “market outcomes” (i.e., class voting, purchase intent surveys, etc.).

Attendance

This class has seven sessions. If you miss the first class, you’ve missed a large fraction of the course, which cannot be made up. Combined with the fact that projects kick off in week one, joining late is discouraged.

Attendance is a key part of the class experience and your class participation grade reflects this. Each class is worth 3 points in class participation (2 for attending the entire class and 1 for completing all in-class assignments/exercises). My expectation is that if you come to every class prepared, you will earn all 21 points. If you need to miss a class, you do *not* need to tell me in advance – we all face various trade-offs in life and attending class is one of them.

Class preparation

In the process of creating new consumer products and services, tasks will be assigned to help you prepare and master the learning objectives. For most classes, one or more things are due *before* class. Some of these are due at odd times or on odd days, and all will be submitted online. *Please carefully note the due date for each assignment in your calendar.*

All deadlines are strict and there is no way to make up missed work. This is because the course is built around a tournament structure in which all projects proceed in parallel.

Classroom behavior

I use a seating chart, which will generally be displayed before class. Please arrive on time and do not leave early. It is distracting to me and to your classmates. We will always take a break around the halfway point. I don't mind if you bring beverages (or snacks) to class, but please be discreet.

Laptops must be put away during class, unless instructed otherwise. In the same vein, make sure mobile devices are turned off and put away during class. If necessary, you may check them during our class break.

Exam

There is no final exam in this course. We will be finished at the end of our seventh class.

Peer evaluations

In order to discourage free riding and encourage active team participation, peer evaluations will be distributed at the end of the course. Although I do not anticipate teamwork problems, the individual component of final project grade will take peer evaluations into account.

Academic integrity

The University of South Carolina has clearly articulated policies governing academic integrity, and students are encouraged to carefully review the policy on the Honor Code in the student handbook. Most importantly, I expect you to act in a professional, upstanding manner and represent your work and contributions fairly and truthfully.

Learning outcomes

Students will demonstrate problem solving and design skills for creating and launching a viable business. Students will integrate the tools and techniques for understanding user needs, evaluating concepts and designing solutions for innovation challenges. Students will demonstrate the knowledge necessary to improve outcomes in innovation tournaments, startup businesses, or innovation teams in larger organizations.

Course accessibility

Any student concerned about a disability should notify me and also contact the Office of Student Disability Services (803-777-6142) to make arrangements for appropriate accommodations.

Detailed Course Outline

<i>Class 1</i> <i>Mar. 19</i>	<i>Required submissions</i>	
Introduction to innovation	Quiz on course policies (Ind: 0.2 hr)	due 3/19, 5:00p
Problem identification	Exemplar product nominations (Ind: 0.2 hr)	due 3/19, 5:00p

<i>Class 2</i> <i>Mar. 26</i>	<i>Required submissions</i>	
User needs	Darwinator submissions (Ind: 1 hr)	due 3/21, 11:00p
Understanding markets	Darwinator ratings (Ind: 1 hr)	due 3/23, 11:00p
	Opportunity pitch (Ind: 1 hr)	due 3/26, noon
	Problem identification task (Ind: 0.5 hr)	due 3/26, 5:00p

<i>Class 3</i> <i>Apr. 2</i>	<i>Required submissions</i>	
Evaluating concepts	Concept pitch (Team: 2-3 hrs)	due 4/2, noon
Engineering attributes	Customer needs assessment (Ind: 1-2 hrs)	due 4/2, 5:00p

<i>Class 4</i> <i>Apr. 9</i>	<i>Required submissions</i>	
Great design	Screening algorithms (Team: 1 hr)	due 4/9, 5:00p
Getting things done	Naming exercise (Team: 2 hrs)	due 4/9, 5:00p
	Task roadmap (Ind: 1 hr)	due 4/9, 5:00p
	Good/bad website nominations (Ind: 0.5 hr)	due 4/9, 5:00p

<i>Class 5</i> <i>Apr. 16</i>	<i>Required submissions</i>	
World of webcraft	Prototype pitch (Team: 2-4 hrs)	due 4/16, noon
	Data visualization (Ind: 1-2 hrs)	due 4/16, 5:00p

<i>Class 6</i> <i>Apr. 23</i>	<i>Required submissions</i>	
Startup survival	Splash ad (Team: 2-4 hrs)	due 4/23, noon
Lean entrepreneurship	Social media exercise (Ind: 1 hr)	due 4/23, 5:00p

<i>Class 7</i> <i>Apr. 30</i>	<i>Required submissions</i>	
Analytics	Site launch (Team: 12+ hrs)	due 4/29, 8:00a
Tournament wrap-up	Final pitches (Team: 2-4 hrs)	due 4/30, noon