

## CREATIVE INTRAPRENEURSHIP BSMG6219

### Course Outline

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#### Description:

Practice and improve your creative thinking, communication skills, as well as your innovation and problem-solving techniques. Learn how to support innovation by creating opportunistic, intrapreneurial, and experimental organizational cultures.

#### Topics

- What is intrapreneurship and why does it matter now
- Opportunity discovery and creation
- Communicating innovation and value creation
- Implementing ideas
- Overcoming obstacles and building resilience

#### Course Goals:

This interactive online course is designed to allow participants to learn creativity, innovation and communication skills to implement within their careers and organizations.

#### Course Objectives:

At the completion of this course, students will be able to:

- Articulate why intrapreneurship is personally and professionally meaningful and relevant, by writing a short reflective statement
- Discover innovation opportunities that align with organizational value, by doing an organizational audit activity
- Identify real, actionable problems worthy of creative solutions, by doing some market research
- Discover and organize end users, and collaborators (including project champions) by creating stakeholder maps
- Communicate a minimum viable solution ready for sharing/testing with end users by building a low-fidelity prototype
- Validate creative intrapreneurial innovation ideas via rapid user testing

#### Course Design:

The course is delivered online in four modules over four week. Each module is composed of thematic readings, video and written content, audio, discussion forums, and creative assignments. Weekly zoom check-ins will be held. (attendance is optional, this is a Q&A session not a lecture, and it will be recorded).

**Texts:** no text is required. All readings are online and linked in OWL.

**Evaluation:** This is a graded course where a *complete or incomplete* will be issued.

1. **Assignments and Activities: Assignments (2 required)**

You must complete any two of the listed assignments and receive a passing grade on both, in order to successfully complete this course. You are welcome to complete all four assignments and receive feedback on them. Detailed descriptions of assignment requirements are distributed in OWL and explained via live Zoom sessions — with examples provided.

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## 2. **Live Zoom Sessions (optional):**

We will hold 60-minute live weekly Zoom sessions every Tuesday to answer your questions. Your live attendance is not strictly required as the sessions will be recorded and posted for on-demand playback in OWL. If you do plan to attend live please download the Zoom app to your computer/phone/tablet in advance: <https://zoom.us/download> Note: no webcam required, you will not be on video.

## 3. **Module Discussion Forums (required):**

Each module will have a related discussion forum. This is an opportunity for peer-to-peer engagement around course topics. Your active engagement in these discussions is required to pass the course.

### **Assessment: “Soft Deadlines”**

Every learning activity in this course has a suggested completion date to help you make timely progress through the material. If you prefer to work at your own pace, note that all materials and activities are accessible to you for the entire duration of the course.

### **Policy on Cheating and Academic Misconduct:**

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on “Scholastic Offences” in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University’s code of conduct.

### **Code of Student Conduct**

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/board/code.pdf>

### **Plagiarism:**

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com ( <http://www.turnitin.com>).

### **How often will the instructor communicate with me?**

The instructor will strive to reply to your emails within 48 hours, Monday to Friday between 9am-5pm. If you have any questions about the course, please use the course “Need Help?” discussion forum or contact the instructor via email.

### **How do I hand in assignments?**

All assignments will be submitted electronically through OWL using the assignment tool.

This course outline is a sample only and is subject to change.

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If you experience difficulty in submitting assignments through OWL, please contact the instructor and arrange an alternate method of delivery (e.g. e-mail attachment).

## When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

## Western Digital Badge

If you have met the course requirements for this Western approved [micro-credential](#), you will receive an email from [MyCreds](#) to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

## Course Schedule:

DATE	TOPIC	ASSIGNMENTS (pick 2 of 3)	OTHER ACTIVITIES
Week 1	Module 01: Introduction: What is creative intrapreneurship and why does it matter?		Discussion 01 Tuesday Zoom Check-in
Week 2	Module 02: Achieving alignment: Idea advocacy and securing buy-in for your creative initiatives	Assignment 01	Discussion 02 Tuesday Zoom Check-in
Week 3	Module 03: Innovating internally	Assignment 02	Discussion 03 Tuesday Zoom Check-in
Week 4	Module 04: On Grit: Intrapreneurial resilience and adaptation	Assignment 03	Discussion 04 Tuesday Zoom Check-in