

Innovating from Within: Creative Intrapreneurship

BSMG6219

Course Outline (online)

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 and scaling innovations

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 weeks. Each module is composed of thematic readings, lecture videos and/or podcasts, quizzes, discussion forums, and creative research assignments. Midweek zoom check-ins happen each week (attendance is optional, event is 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:

Creative Research Assignments (2 required): You must complete any two of the following four creative research 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 exemplars provided. Each assignment has an associated class gallery forum where you will be encouraged, but not required, to share your work with peers— for feedback and inspiration.

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

We will hold 60-minute live weekly Zoom sessions every Wednesday to introduce the modules and assignments and 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 (optional):**

This is an opportunity for peer-to-peer engagement around course topics. The instructor will participate in the forums too. Your active engagement in these discussions is encouraged but not strictly required, as there is no grade associated with this activity.

4. **Module Quizzes:**

Test your understanding of the course content by taking four “open book” quizzes corresponding with the four modules. Quizzes are composed of multiple choice and true/false questions drawn from the lectures and readings. In order to complete this requirement, each of your quiz scores must be greater than 60%.

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.

The creative research assignments have “soft” (suggested) deadlines but will be accepted and assessed without late penalty until TBD (the end of the course).

Individual feedback on your submissions is available by appointment with the instructor via online Zoom office hours.

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

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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 24-48 hours, Monday to Friday. 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.

If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

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.

Course Schedule:

TOPIC	ACTIVITIES
Module 01: Introduction: What is creative intrapreneurship and why does it matter now? Focus on Opportunity discovery and creation	Assignment 01: Self Reflection on Intrapreneurship and Innovation + Module 01 OWL Discussion + Mid-week Zoom Check-in + Module 01 quiz
Module 02: Achieving alignment: Idea advocacy and securing buy-in for your creative initiatives	Assignment 02: Stakeholder Mapping and Workflow Process Diagrams + Module 01 OWL Discussion + Mid-week Zoom Check-in +Module 02 quiz
Module 03: Developing innovation opportunities: Envisioning and Testing a Minimum Viable Product (MVP)	Assignment 03: Prototyping and User Testing + Module 01 OWL Discussion + Mid-week Zoom Check-in +Module 03 quiz
Module 04: On Grit: Intrapreneurial resilience and risk tolerance	Assignment 04: Self-reflection on innovation and wellness + Module 01 OWL Discussion + Mid-week Zoom Check-in +Module 04 quiz

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