

Florida International University
Honors College
COURSE SYLLABUS

Entrepreneurship, Design and Thinking Seminar

Fall 2013
Professor Robert H. Hacker

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COURSE DESCRIPTION

This course explores the relationship between the design process and business model development as the two core competencies in entrepreneurship. The course also develops an understanding of innovation as a key part of the new business development process and the thought processes and heuristics that spawn the creativity for invention and innovation.

A key focus of the course will be the design process. The Stanford Design School process and a process taught by Karl Ulrich at the University of Pennsylvania will shape the investigation and discussion. The expanding role of design firms in business activities will be another theme developed. This [article](#) by Roger Martin, Dean of the Rotman School of Management, explains the point further.

The students will present most of the books and readings in this seminar for group discussion. This course will meet once a month and students will be required to develop their understanding of the course topics more independently than in other classes.

COURSE OBJECTIVES

- To develop an understanding of the design process and the role it can play in new business development
- To develop a wide ranging understanding of the heuristics and processes available to generate original ideas for application in any area
- To further develop their understanding of entrepreneurship

LEARNING OUTCOMES

- To develop the skills necessary to develop a new business concept

- To further expand techniques and heuristics for critical thinking and originality in thought
- To self-assess one's entrepreneurial potential

COURSE PRE-REQUISITES / CO-REQUISITES

None, although it is recommended that students take Global Social Entrepreneurship first.

TEXTBOOKS & OTHER REQUIRED MATERIAL

Required Texts:

1. The Innovator's Solution: Creating and Sustaining Successful Growth by Clayton M. Christensen and Michael E. Raynor
2. Billion Dollar Company: An entrepreneur's guide to business models for high growth companies by Robert H. Hacker
3. The Emotion Machine by Marvin Minsky
4. The Art of Doing Science and Engineering by Richard Hamming
5. Thinking, Fast and Slow by Daniel Kahneman
6. Strategic Intuition: The Creative Spark in Human Achievement by William Duggan

Required Papers to Read and Other Media

- Santos, Filipe M. (2009), A Positive Theory of Social Entrepreneurship. INSEAD Working Paper
- Bowman and Ambrosini (2000), Value Creation Versus Value Capture: Towards a Coherent Definition of Value in Strategy, *British Journal of Management*
- Henry B. Hansmann (1980), The Role of Non-profit Enterprise, *Yale Law Journal*
- Karl Ulrich Design: The Creation of Artifacts in Society
<http://opim.wharton.upenn.edu/~ulrich/designbook.html>
- D School Bootcamp Bootleg (Stanford)
<http://sophisticatedfinance.typepad.com/files/bootcampbootleg2009.pdf>
- How Did Einstein Think? by John D. Norton
http://www.pitt.edu/~jdnorton/Goodies/Einstein_think/?utm_source=feedly
- OnCreativity.tv - Milton Glaser Interview - Part 1;
<http://www.youtube.com/watch?v=Sd6yH4pOmWA> ;
<http://www.youtube.com/watch?v=FfHZ8Rf9yew>

COURSE PROCEDURES/METHODOLOGY

Each monthly class students will present the assigned books and readings for the period.

Topics to be covered include:

- Analysis of non-profits, SEVs and for-profit startups
- Starting a business and how to develop the business concept

- The design process as the first part of a two part process to develop a business concept
- Customer need and value proposition
- Alternative ways to think about problem/gap identification and business concept development
- The development of the business model
- Techniques for critical thinking, creativity and innovation

Grade will be determined based on in class presentations of books and readings, quality of classroom participation and a course project. Students will determine the project they want to do, which will relate to a theme from the course.

CLASS or PROFESSOR POLICIES

Attendance in class is mandatory and students that expect to be absent should probably not take the course. Class will only meet 3-4 times during the semester.

GRADING STANDARDS/PERFORMANCE MEASURES

Grading will be on a curve, based on grades for presentations and the project.

FIU/HC POLICIES

The FIU Academic Pledge

As a student of this university:

- I will be honest in my academic endeavors.
- I will not represent someone else's work as my own.
- I will not cheat, nor will I aid in another's cheating.

Intellectual Honesty Statement

Students at Florida International University are expected to adhere to the highest standards of integrity in every aspect of their lives. Honesty in academic matters is part of this obligation. Academic Integrity is the adherence to those special values regarding life and work in an academic community. Any act or omission by a student which violates this concept of academic integrity and undermines the academic mission of the University, shall be defined as academic misconduct and shall be subject to the procedures and penalties mandated by the University and the School of Hospitality and Tourism Management.

Misconduct Statement

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Plagiarism – The use and appropriation of another's work without any indication of the source and the representation of such work as the student's own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

Cell Phones

Cell phones and beepers are prohibited during class.