Aesthetics, Values, and Authority

Entrepreneurship, Design and Thinking Seminar

2015-2016
Professor Robert H. Hacker

Office: na	Office Hours: After class
Phone: 305-742-8222	Blog: http://sophisticatedfinance.typepad.com
E-mail: rhhfla@gmail.com	https://www.evernote.com/pub/rhhfla/aaclass

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 IDEO 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. The students will be required to develop their understanding of the course topics more independently than in other classes.

The course project which takes the place of the final exam is to present a new business concept assigned by the professor. If the concept is for a social entrepreneurship venture, then each student team will be eligible to be selected to represent FIU in the annual Hult Prize http://www.hultprize.org . Students will hand in a short weekly report demonstrating how they are using design thinking to develop their business concept.

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 develop a more in-depth 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. Thinking, Fast and Slow by Daniel Kahneman
2. Creativity: Flow and the Psychology of Discovery … by Mihaly Csikszentmihalyi
3. Strategic Intuition by William Duggan
4. Scaling Up Excellence: Getting to More Without Settling for….by Robert Sutton
5. How to Create a Mind: The Secret of Human Thought Revealed by Ray Kurweil
6. The Act of Creation (Arkana): Arthur Koestler

Optional Text:

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

Required Papers to Read and Other Media

-Bowman and Ambrosini (2000), Value Creation Versus Value Capture: Towards a Coherent Definition of Value in Strategy, *British Journal of Management*

-D School Bootcamp Bootleg (Stanford)
 http://sophisticatedfinance.typepad.com/files/bootcampbootleg2009.pdf

- Design Thinking http://www.designstudiesforum.org/journal-articles/rethinking-design-thinking-part-i-2/

- 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

-Art of Design, School of Advanced Military Studies
http://usacac.army.mil/cac2/CGSC/events/sams/ArtofDesign_v2.pdf

-Adaptive Path Guide to Experience http://mappingexperiences.com/ [download link]

-Slideshare Customer Mapping http://www.slideshare.net/livebysatellite/ia-summit-2012-mapping-the-experience

-Engaging People by Thor R. Larsen http://issuu.com/hrrigtrup/docs/engaging_people

- Service Design Portfolio—Magda Rok http://issuu.com/magdarok/docs/servicedesignportfolio-magdarok-201

COURSE PROCEDURES/METHODOLOGY

The first half of each class is devoted to a book or reading. Most readings will be presented by students. The second half of each class is devoted to case studies or the semester project. The annual Hult SEV competition is suitable as a semester project.
http://www.hultglobalcasechallenge.com/the-event/case-study/.

Grade will be determined based on in class presentations of books and readings, quality of classroom participation and a course project.

CLASS or PROFESSOR POLICIES
Very active role in class discussion is expected and required.

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.