

Florida International University  
Honors College  
COURSE SYLLABUS

**Entrepreneurship, Design and Thinking Seminar**

2017-2018  
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 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 Kurzweil
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](http://www.pitt.edu/~jdnorton/Goodies/Einstein_think/?utm_source=feedly)
- OnCreativity.tv - Milton Glaser Interview - Part 1; <https://www.youtube.com/watch?v=AdUjLVFUaK4>
- Art of Design, School of Advanced Military Studies  
[http://usacac.army.mil/cac2/CGSC/events/sams/ArtofDesign\\_v2.pdf](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](http://issuu.com/hrrigtrup/docs/engaging_people)
- Service Design Portfolio—Magda Rok <http://issuu.com/magdarok/docs/service设计portfolio-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.

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.

### **GL Learning Outcomes for IDH 3034-3035**

**Global Awareness:** Students will be able to demonstrate knowledge of the interrelatedness of local, global, international, and intercultural issues, trends, and systems.

**Global Perspectives:** Students will be able to develop a multi-perspective analysis of local, global, international, and intercultural problems.

**Global Engagement:** Students will be able to demonstrate a willingness to engage in local, global, international, and intercultural problem solving.

Global Learning Graduation Honors FIU’s Excellence in Global Learning Graduation Medallion is awarded to students who complete at least four global learning courses, participate in a variety of global co-curricular activities, and complete a capstone consisting of one of the following: a substantial original research project and presentation on a global topic; extensive foreign language study; long-term study abroad; or, a globally-focused internship. The Peace Corps Prep certification is conferred upon students who complete at least four global learning courses, extensive language study, and a global problem-solving project. For more information, visit [goglobal.fiu.edu](http://goglobal.fiu.edu).

### **Honors College Requirements**

Registration in this course implies an acceptance of and compliance with the Honors College policies for students and the FIU Code of Academic Integrity. Honors Citizenship Requirements Beginning in Fall 2014, Honors College students are required to accumulate at least 20 citizenship points each academic year (Fall and Spring) by attending Honors College activities. Students attending only one semester (Fall or Spring) are required to accumulate 10 citizenship points. See <http://honors.fiu.edu/academics/policies/citizenship/>.

### **Student Portfolios**

The Honors College will be using a portfolio method to assess students’ learning outcomes. The portfolio allows for maximum flexibility in gauging student learning. Students decide (with instructor consultation) what “artifacts” or assignments to include for consideration in their portfolios to demonstrate successful achievement of each of five key student learning outcomes over the 4-year Honors experience. See <http://honors.fiu.edu/students/honors-advising-center/portfolio-for-graduating-seniors/>.

## **Honors Education in the ARTS (HEARTS)**

The HEARTS program is designed to give Honors College students opportunities to “explore and appreciate different artistic and cultural traditions and modes of artistic expression. HEARTS will also serve as a clearinghouse (and curatorial framework) for our students to experience the arts on campus and in the community by providing them with information about cultural activities and access to performances with free or discounted tickets. See <http://honors.fiu.edu/hearts/>.

### **Procedures and Penalties**

An Honors faculty member may bring charges of academic misconduct against an Honors student if the faculty member suspects plagiarism or other forms of academic misconduct. The faculty member will decide whether to pursue informal resolution, file formal resolution charges, or take no further action, and will follow the procedures outlined in the Honors College website (<http://honors.fiu.edu/academics/policies/>), and the Academic Misconduct Procedures, available at <http://integrity.fiu.edu/misconducts.html> . Please refer to the following documents for additional information:

FIU Code of Academic Integrity – <http://www.fiu.edu/~dwyere/academicintegrity.html>

FIU Honors College Student Handbook – <http://honors.fiu.edu/students/policies/>

### **Religious Observances**

Every effort will be made, where feasible and practical, to accommodate students whose religious practices coincide with class requirements or scheduling. Please make sure to notify your instructor at the beginning of the semester of which dates you will be absent or any anticipated problems with completing course work.

### **Cell Phones**

Cell phones are prohibited during class.