
PRINCIPLES OF EXPERIENTIAL INNOVATION I (3 CREDITS)

Florida International University, Honors College
IDH 2003 (3 credits), Fall 2018
TTH – 9.30 to 10.45 AM; Room: Everglades Residence Hall 150
Instructors: Sharan Ramaswamy, PhD & Michael Christie, PhD
E-mails : sramaswa@fiu.edu & mchristi@fiu.edu
Office hours: W/TH 2-3.30 pm (Ramaswamy; Room EC 2614)

COURSE OVERVIEW

This first in a two-semester course sequence focuses on understanding the start-up culture and in particular, the basic knowledge and processes needed to identify if a technology/product derived from the university classroom and/or lab can be translated to the commercial marketplace. Teams will have to identify a product/technology upfront that they will use to explore its commercial prospects. Experiential learning assignments in teams will facilitate recognitions of gaps in local businesses and the mindset of local start-ups. The course will transition to learning important steps needed to protect intellectual property and clearly defining the value proposition of the technology. Practice exercises in talking to individuals and the “elevator-pitch” will be emphasized in the latter part of this course. The remainder of the course will describe the key initiating elements of a business model that needs to be clearly understood as part of lean innovation methodologies.

Note: this course is limited to those students in the Honors College who are in a major in the College of Engineering and Computing, and are currently in IDH 1002. This course is equivalent to Social Science (Group Two) and Global Learning Foundations, requirements that are not typically covered in Engineering programs.

COURSE FORMAT

This course will not follow traditional course structure since it attempts to mimic the start-up culture. The instructors have adopted the NSF I-Corps (https://www.nsf.gov/news/special_reports/i-corps/) approach to Entrepreneurship and in many ways, this course serves as a pre-I-Corps course while maintaining the same I-Corps philosophy. A large portion of this philosophy will require “Flipping-the-classroom” and frequently, learning by “Getting out of the building”; indeed, you as an innovator cannot get insights simply from a book or online, it needs to be seen, felt, heard – it needs to be Experiential. **Three central features of this 1st course in experiential innovation are: (i) learning how to talk to people, specifically in an “interview” format, and (ii) gaining the know-how of explaining one’s technology in plain language and the value it provides and (iii) The factors that need to be considered when technologies are developed while at the University.**

We will communicate on a first name basis, and as instructors, will be blunt in our questions and feedback. “Time is money” and simple things such as being late and unexcused absences will not be tolerated. Students will work in teams and the success of the team will depend on the equal and substantial contribution of each member. Please note that the environment is not meant to be taken offensively or personally, it’s meant to allow you be able to articulate what your innovation is and to then efficiently go about speaking to people about it.

COURSE MATERIALS

- 1) Course Canvas Website – All required video links (by Mr. Steven Blank, Successful entrepreneur and author of the NSF I-Corps curriculum) and instructions for reading assignments (mostly from Mr. Blank’s book listed below) will be posted on the course website. Canvas will also be the medium by which students can submit their assignment. The course website will thus be essential to this course.
- 2) The Startup Owner’s Manual: The Step-By-Step Guide for Building a Great Company Hardcover – by Steve Blank and Bob Dorf. This book will be used in the 2nd half of this course and is also required in the second course in this 2-part course sequence.

Fall 2018, Tentative Course Schedule*

| <u>WEEK</u> | <u>TOPIC</u> |
|-------------|--|
| 1 | Introductions; The Start-up |
| 2 | Team forming; Idea development |
| 3 | Intellectual property; Proposal components |
| 4 | Value proposition I: Hypothesis, product, market type, competitive |
| 5 | Value proposition II: Characteristics, Elevator pitch |
| 6 | Talking to people; Conducting a customer interview |
| 7 | Operation of a company – site visit |
| 8 | Team Presentation 1 |
| 9 | Operation of a start-up – site visit Customer Discovery Preview |
| 10 | Team Presentation 2 |
| 11 | Customer Discovery Preview Why Miami? - Getting out of the building exercise I – Public |
| 12 | Team Presentation 3 |
| 13 | Why Miami? Getting out of the building exercise II– Industry |
| 14 | Team Presentation 4 |
| 15 | Resources at FIU for commercialization |
| 16 | Closing Comments; Part II – Sneak Peak |

* Video and reading materials associated with corresponding course topics listed above will be posted soon.

TEAMS:

You will be assigned to TEAMS in this course. Note that you will have to work with one another but each assignment and report you turn in must be your own – EVERYBODY turns in their own work. Each group will consist of 3 students.

GRADING

The final grade for this course will be computed from the results of the following:

Attendance: 10%

Homework/Quizzes: 15%

Team Presentation: 40%

Site Visit Reports: 20%

Self & Peer Evaluation: 5%

Proposal Report: 10% (There is no final exam; instead the proposal report will be due during final exam week).

Instructions and deadlines for assignments, presentations and reports will be announced in class and posted on canvas ahead of time. **Class Absences are not excusable unless it is a documented emergency situation – kindly plan your time accordingly.**

RELIGIOUS HOLIDAYS:

Every effort will be made, where feasible and practical, to accommodate students whose religious practices coincide with class requirements 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.

HEALTH CHALLENGES:

Every effort will be made, where feasible and practical, to accommodate students who are so challenged. Should you require accommodations, contact the Disability Resource Center (DRC), if you have not done so already.” Please note that if you have a student who is registered with the DRC, you will receive notification about the student’s disability and a detailed description of accommodations the student will require.

HONORS COLLEGE REQUIREMENTS REGARDING CITIZENSHIP REQUIREMENTS (HONORS HOURS, LECTURES, COMMUNITY SERVICE), ACADEMIC STANDING, ACADEMIC MISCONDUCT POLICY, AND STUDENT PORTFOLIOS:*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/current-students/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/current-students/portfolio/>.

GLOBAL LEARNING OUTCOMES:

This course has been designated as Global Learning courses. For questions regarding GL requirements, please contact Allen Varela at the Honors College.

GL Learning Outcomes for IDH 2003-4

- Global Awareness: Students will be able to demonstrate knowledge of the interrelatedness of local, global, international, and intercultural issues, trends, and systems.
- Course Learning Outcome: Students will demonstrate knowledge of the interrelated global dynamics (social-cultural, political, economic, etc.) that shape aesthetics, values, and authority in diverse cultural contexts.
- Global Perspectives: Students will be able to develop a multi-perspective analysis of local, global, international, and intercultural problems.

- Course Learning Outcome: Students will be able to analyze the multiple global forces that shape their understanding of aesthetics, values, and authority — economic, political, sociological, technological, cultural, etc.
- Global Engagement: Students will be able to demonstrate a willingness to engage in local, global, international, and intercultural problem solving.
- Course Learning Outcome: Students will be able to develop solutions to local, global, international, and/or intercultural problems related to aesthetics, values, and authority.

HONORS COLLEGE ACADEMIC MISCONDUCT STATEMENT:

In The Honors College, the term “honor” refers both to academic accomplishment and character. Students in Honors should therefore adhere to and be held to the highest standards of personal academic accountability. Academic dishonesty in any form, including plagiarism, is antithetical to the very definition of being an Honors student at FIU. Consequently, an Honors College student found responsible for academic misconduct will be dismissed from the College.

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://integrity.fiu.edu/>

College Student Handbook – <http://studentaffairs.fiu.edu/about/student-handbook/>