

Orlando, Florida

IDH 3034 This is the Way: Disruptive Leadership

Syllabus

Required Readings:

- If Disney Ran Your Hospital: 9 1/2 Things You Would Do Differently
- Emotional Design: Why We Love (or Hate) Everyday Things
- HBR Cases:
 - Chevy Case Study
 - Uber Case Study
- 11am - 1:30pm Wednesday

Week	Topic
Week 1 May 9th - May 16th	<ul style="list-style-type: none">• Make Courtesy More Important than Efficiency• Emotional design (Part 1)
Week 2 May 16th - May 23rd	<ul style="list-style-type: none">• Decentralize the Authority to say YES• Chevy case study
Week 3 May 23rd - May 30th	<ul style="list-style-type: none">• Change the Concept of Work from Service to Theater• EQ vs IQ
Week 4 May 30th - June 6th	<ul style="list-style-type: none">• Measure to Improve, Not to Impress• Sustainability
Week 5 June 6th - June 13th	<ul style="list-style-type: none">• Harness the Motivating Power of Imagination• Virtual Reality and training
Week 6 June 13th - June 20th	<ul style="list-style-type: none">• Create a Climate of Dissatisfaction• Vertical integration and the true monopoly
Week 7 June 20th - June 27th	Trip

<p>Week 8 June 27th - July 4th</p>	<ul style="list-style-type: none"> • Close the Gap Between Knowing and Doing • Emotional design (Part 2)
<p>Week 9 July 4th - July 11th</p>	<p>Independence Day Break</p>
<p>Week 10 July 11th - July 18th</p>	<p>Trip Debrief</p>
<p>Week 11 July 18th - July 25th</p>	<p>Final presentations</p>
<p>Week 12 June 25th - July 29th</p>	<p>Final presentations</p>

This domestic study abroad course serves as an incubator for disruptive leadership. We will use the industries and organizations that call Orlando home to witness first hand disruptive problem-solving, design, and service at the Kennedy space center, EPCOT, Hollywood Studios, and the Animal Kingdom.

In a course in a not so distant galaxy, join us as we discuss **disruptive leadership, creative problem solving, and digital technological relevance** all through the lens of the innovative companies that call Orlando home.