

University of North Carolina at Charlotte
MBAD 6279 Spring 2021

Professor: John Tuders
Meeting Time: Tuesday 5:30-8
Uptown Center City/Remote Hybrid
Office Hours: By appointment
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MBA 6279, Design Thinking & Innovation Strategy

Focus of the Course & Goals: The theoretical and practical components of innovation. Introduction to design thinking and the innovation process from idea generation to early design to declaration of importance to delivery to the end user. Implementation of innovations.

- Understand Innovation in Practice (Multiple Industry View)
- Walk through the Design Thinking process in detail (providing examples along the way)
 - Empathy
 - Define
 - Ideate
 - Prototype
 - Test
- Work in teams throughout the semester, utilizing team strengths, experiences, leadership & creativity
- Hear from multiple Charlotte leaders (Innovation and Practical Use)
- Bring current industry innovation into the classroom and pick apart the potential Human-Centered Design approach for each
- Gain a better understanding of Innovation Strategy & Execution from real world examples. Including the culture of innovation.

Materials required: No textbook. We will utilize the following:

- Peer reviewed articles assigned each week
- Industry articles on current innovation
- Templates and Processes for Design Thinking Process will be provided
- Miro Software utilization

Instructional approaches and activities: This class will rely on consistent class participation, peer to peer discussions on innovation & team working sessions. We will have a few Guest Speakers join us to expand topics and expertise.

Classroom Rules & Policies:

- I expect full class participation. Students bring their experience to the classroom, constantly engaging in classroom discussion
- Communication prior if you can't attend a class
- Leadership and respect amongst group members on project work
- No extra credit available
- 100% Attendance during days of team presentation
- Carefully read and be prepared to discuss all required readings prior to each class meeting.
- Hybrid class-Starting Remote and collectively lay out in-Person class time

Grading:

Class Participation = 20% (Active participation in class discussion. Which also means come prepared having read all designated pre-reads).

Individual Presentations (will discuss in class): 20%

Group Presentation #1 (Through Ideation): 15%

Group Presentation #2 (Through Prototyping): 15%

Final Group Presentation #3: 20%

Individual Case Paper: 10%

Course Information & Guidelines:

1. The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socioeconomic status.

2. UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

3. Orderly and productive classroom conduct. We will conduct this class in an atmosphere of mutual respect. We encourage your active participation in class discussions as well as online. Each of us may have strongly differing opinions on the various topics of class discussions. The orderly questioning of the ideas of others, including the faculty, is welcome. However, we will exercise our responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion.

4. Academic integrity. Cheating and disruptive behavior have significant consequences. All students are required to read and abide by the Code of Student Academic Integrity, which governs student behavior relating to academic work. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code. The Code is available from the Dean of Students Office or online at: <http://www.legal.uncc.edu/policies/ps-105.html> (also see <http://integrity.uncc.edu/>). All UNC Charlotte students are expected to be familiar with the Code and to conduct themselves in accord with these requirements. To clarify, any academic dishonesty can result in a grade of F for the course. Academic dishonesty also pertains to violating the “rules” of this syllabus. Anyone violating this policy will receive an F for the course.

5. Materials. All materials submitted as part of course requirements become the property of the instructor. Students desiring to retain copies of their work should make such copies before turning in their materials.

6. Electronic devices in classroom. Use of computing, communication, or other devices during the class time for purposes other than those required for the class is prohibited and may result in being asked to leave the classroom for the remainder of the class period. This includes the use of laptops, lab computers, phones or other devices for Internet browsing, game playing, reading news, emailing, texting, chatting, IM, Facebook, or other activities not required for the class. Cellular phones and other communication devices must be silenced AND stored away during class.

It is the policy of UNC Charlotte for the Spring 2021 semester that as a condition of on campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the 49er community. Such behaviors specifically include the requirement that all students properly wear CDC-compliant face coverings while in buildings including in classrooms and labs. Students are permitted to remove face coverings in classroom or lab settings only when I explicitly grant permission to do so (such as while asking a question, participating in class discussion, or giving a presentation) and while at an appropriate physical distance from others. Failure to comply with this policy in the classroom or lab may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Office of Student Conduct and Academic Integrity for charges under the Code of Student Responsibility. [Policy on Absenteeism during COVID-19] Students are expected to attend every class and remain in class for the duration of the session when it is safe to do so in accordance with university guidance regarding COVID-19. Failure to attend class or arriving late may impact your ability to achieve course objectives which could affect your course grade. An absence, excused or unexcused, does not relieve a student of any course requirement. Regular class attendance is a student's obligation, as is a responsibility for all the work of class meetings, including tests and written tasks. Students are encouraged to work directly with their instructors regarding their absences. For absences related to COVID-19, please adhere to the following:

- Do not come to class if you are sick. Please protect your health and the health of others by staying home. Contact your healthcare provider if you believe you are ill.
- If you are sick: If you test positive or are evaluated by a healthcare provider for symptoms of COVID-19, complete the COVID-19 Reporting Form to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.
- If you have been exposed to COVID-19 positive individuals and/or have been notified to self-quarantine due to exposure, complete the COVID-19 Reporting Form to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified. To return to class after being absent due to a COVID-19 diagnosis or due to a period of self-quarantine, students should submit an online request form to Student Assistance and Support Services (SASS). Instructors will be notified of such absences. You are primarily responsible for catching up on missed materials caused by your absences. If you are absent from class as a result of a COVID-19 diagnosis or quarantine, I will help you continue to make progress in the course.

Calendar Subject to Change: Will communicate changes as needed

Date	Topic
January 26th	Introductions/Syllabus Review
February 2nd	Empathize/Connect
February 9 th	Spring Break No Class
February 16th	Individual Presentations: Innovation in Practice
February 23rd	Define-Problem Statement (Guest Speaker)
March 2nd	Begin to Ideate
March 9th	Ideate continued
March 16th	Team Presentation #1 (Through Ideation)
March 23rd	Guest Speaker-Begin Concept Development
March 30th	Concept Statement/Canvas
April 6th	Prototyping
April 13th	Design Thinking/Human Centered Design Tools-Continue Prototyping
April 20th	Team Presentation #2 (Through Prototyping)
April 27th	Guest Speaker (Local Start-up)-Innovation Assessment/Culture
May 4th	Standing up Innovation and Testing
May 11th	Final Team Presentation – Individual Case Due