Course Description
This course provides both the theoretical and practical components needed to be successful in the ever-important space of innovation. The course takes students through the full innovation process from idea generation, to early design, to declaration of importance, to delivery to the end user. Real world examples (game plans) that have worked over and over again provide a backdrop for understanding successful innovation. The focus of the class is hands-on learning structured around a team project.

Course Details
Course dates Tuesday, August 21, 2012 through Tuesday, December 11, 2012
Location UNC Charlotte Center City Building, Classroom 906.
Meetings Tuesday nights, 5:30 p.m. to 8:15 p.m.
Prerequisites MBA student or other graduate student with MBA Director’s permission.

Course Objectives
Understand the innovation process and demonstrate the ability to perform the steps necessary to move an innovation from ideation to implementation.

Learning Objectives
1. To generate and screen ideas that lead to innovations. This will be accomplished through exercises, readings, business examples and class discussion.
2. To develop and test concepts in order to build a business case for innovations. This will be accomplished through exercises, readings, business examples and class discussion.
3. To plan for the implementation of innovations. This will be accomplished through exercises, readings, business examples and class discussion.
4. To learn how to build, participate in and motivate innovative teams. Learning will occur through exercises, readings and discussion.
5. To gain an appreciation of the importance of the organizational culture and governance in fostering creativity and innovation and to develop strategies for creating and delivering innovations. This will be accomplished through readings, conversations with business executives and experiential exercises.
Textbooks
There is no textbook for this course. You will be asked to complete readings posted on Moodle. This is a dynamic course, so the assigned readings and other material listed in the schedule below is a work in progress. Check Moodle frequently for updates and additions.

Course Format
Expect this course to be hands-on and highly interactive. Students will be expected to work both independently and in teams.

Grading/Evaluation Criteria
The final grade will be based on the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class participation &amp; Exercises</td>
<td>20</td>
</tr>
<tr>
<td>Mini-ethnography</td>
<td>15</td>
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<tr>
<td>Individual Topic Report</td>
<td>15</td>
</tr>
<tr>
<td>Team project</td>
<td>50</td>
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<tr>
<td>Total</td>
<td>100</td>
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Attendance
Many MBA students work full-time, and have busy schedules. This is not an excuse for poor attendance. Signing up for this class implies a time commitment on your part.

You are expected to be an active participant in each class meeting. Coming to class is necessary but not sufficient for success. Attendance gets you in the game; you must participate actively. Completing the assigned readings before class, doing the assignments, and being mindful and thoughtful are essential.

University Policies
It is your responsibility to be fully and accurately informed of University policies, including, but not limited to, rules regarding dropping and adding courses, graduation requirements, and student conduct. The Dean of Students Office is the authoritative source for these policies.

Academic Integrity
Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student’s work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the
Dean of Students’ Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**Belk College of Business Statement of Diversity**

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 socio-economic status.

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### MBAD 7090

**Bringing Innovation to Life: Idea to Implementation**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Aug 28</td>
<td>Validation Process&lt;br&gt;Ethnography Project Discussion&lt;br&gt;Team Project Discussion&lt;br&gt;Topic Report Discussion&lt;br&gt;Form Project Teams</td>
<td>The Customer-Centered Innovation Map (HBR May 2008)&lt;br&gt;The Innovation Value Chain (HBR June 2007)</td>
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<tr>
<td>Sept. 4</td>
<td>Ethnography Project&lt;br&gt;Center City Bldg. will be closed.</td>
<td>Ethnography Primer&lt;br&gt;White Paper: Suggestions for Conducting Commercial Ethnography Video&lt;br&gt;<a href="http://www.youtube.com/watch?v=sFRUIQLRdCs">http://www.youtube.com/watch?v=sFRUIQLRdCs</a></td>
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<tr>
<td>Sept. 11</td>
<td>Tour of Bank of America (BAC) Innovation Lab&lt;br&gt;BAC Innovation Process&lt;br&gt;Bank of America R &amp; D Executive&lt;br&gt;MBTI &amp; Building the Innovation Team</td>
<td>Teaming Up to Crack Innovation &amp; Enterprise Integration (HBR November 2008)&lt;br&gt;Tapping Into Employee Creativity (Human Resource Executive Online 12/7/11)</td>
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<tr>
<td>Date</td>
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<td>References</td>
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| Sept. 25 | Early Prototyping  
Prototyping Exercise  
Customer Demo | Experience Prototyping (Buchenau & Suri – IDEO)  
Paper Prototyping (Carolyn Snyder) |
| Oct. 2  | Guest Speaker: Innovating through Start-ups  
Guest Speaker: Patents and IP  
Field Trials/Market Trials | Discovering New Value In Intellectual Property (HBR Jan-Feb 2000)  
People Don’t Need a Profit Motive to Innovate (HBR Nov. 2011) |
| Oct. 8  | **No Class Fall Break**                                                  |                                                                           |
| Oct. 16 | Innovation Tournaments  
**Innovation Topic Reports** | Innovation Tournaments Excerpt  
http://www.innovationtournaments.com |
| Oct. 23 | Guest Speaker: Retail Innovation at Belk  
**Innovation Topic Reports** |                                                                           |
| Oct. 30 | Build Trial/Pilot  
Communications Plan  
Marketing Plan |                                                                           |
| Nov. 6  | Innovative Financial Models  
Tornado Charts  
| Nov. 13 | Guest Speaker: History of Innovation |                                                                           |
| Nov. 20 | Innovating in a Large Corporation |                                                                           |
| Nov. 27 | Deliver Performance Metrics  
Control Plans  
Re-Design | How Hot is Your Next Innovation (HBR May 2011)  
Innovation Metrics: The Innovation Process and How to Measure It |
| Dec. 4  | Course Wrap-up |                                                                           |
| Dec. 11 | **Project Presentations**                                               |                                                                           |