

# Course Outline

<b>Course Code</b>	RSM 359 H1 F
<b>Course Name</b>	<b>Creativity for Business Innovation</b>
<b>Term, Year</b>	<b>Fall, 2023</b>
<b>Course Meets</b>	Monday 1:00 – 3:00 PM
<b>Web page URL</b>	<a href="https://q.utoronto.ca/courses/314209">https://q.utoronto.ca/courses/314209</a>

## Instructor Details

Name	Email	Office Hours	Virtual Office Link
Andrew Seepersad	<a href="mailto:andrew.seepersad@rotman.utoronto.ca">andrew.seepersad@rotman.utoronto.ca</a>	Monday 3pm – 5pm	online mechanism preferred

## Course Scope, Mission and Learning Outcomes

*Creativity is often misunderstood as an inherent talent, when in reality, it is a discipline that can be (re)learned and honed. As a future business leader, creativity is a perspective, experience and skill that you will use and strengthen every day. Simply put, creativity involves a process of turning new, imaginative ideas into reality. This course guides you to combine your creative thinking, knowledge and values when finding connections between seemingly disparate objects, ideas or sectors. This experiential course will challenge you to develop your personal and professional creative confidence through a combination of light lectures, extensive interactive online and at-home activities. Learn to see business problems and opportunities in new ways and develop solutions unseen and unimagined by others.*

## Course Prerequisites

Completion of 9.0 Credits; RSM250H1

## Course Exclusions

RSM452H1

## Course Materials

Creativity Journal which must be purchased in class on Day 1 for \$20.

## Required Readings

- *Podcast: Malcom Gladwell's: how creativity works*  
<http://dcs.megaphone.fm/PP4639166845.mp3?key=7182838d59bae94e9130e32eb6c1a8cd>
- *Article: HBR The Innovator's DNA* <https://hbr.org/2009/12/the-innovators-dna>
- *Creativity Test:* <https://www.mindtools.com/pages/article/creativity-quiz.htm>
- *Article:* <https://www.fastcompany.com/3040434/lessons-in-innovation-from-some-of-the-worlds-most-creative-thinkers>

- Video: Cirque de Soleil's Creative process: <https://www.msn.com/en-us/news/us/cirque-du-soleil-a-look-inside-the-famed-circus-creative-process/vp-BBOYIFd>
- Article: <https://hbr.org/2008/09/how-pixar-fosters-collective-creativity>
- Video: Tina Seeling, Divergent Thinking: <https://www.youtube.com/watch?v=ZeD7x0GoKEA>
- Article: "Creative problem-solvers possess both Divergent and Convergent Thinking abilities." <https://medium.com/sparcit-blog/what-improves-ones-creative-abilities-brief-description-of-divergent-and-convergent-thinking-8d1cd11e5282>
- Tutorial: How to plan and create a Comic Book <https://design.tutsplus.com/tutorials/create-a-comic-how-to-plan-and-lay-out-your-comic-cms-24179>
- Podcast: How to critique <http://www.maximumfun.org/shmanners/art-critique>
- Design as Applied Creativity: templates and guides provided
- Article: Dix, et al. (2006) Why bad ideas are a good idea. <http://www.alandix.com/academic/papers/HCIed2006-badideas/HCIED2006-badideas-CRC-v2.pdf>
- Article: <https://www.upwork.com/hiring/design/how-to-create-an-effective-creative-brief/>
- Article: NPD business cases and Creative collaborations
- Article: Rogers Five Factors
- Video: Pitching/Storytelling [https://www.youtube.com/watch?time\\_continue=9&v=OlqzzAMqnSU](https://www.youtube.com/watch?time_continue=9&v=OlqzzAMqnSU)
- Article: <https://medium.com/firm-narrative/want-a-better-pitch-watch-this-328b95c2fd0b>

## Electronic Course Materials

None

## Evaluation and Grades

Grades are a measure of the knowledge and skills developed by a student within individual courses. Each student will receive a grade on the basis of how well they have command of the course materials, skills and learning objectives of the course.

Work	Percentage of grade	Due Date
Class Participation	15%	Ongoing
Creativity Exercises and Reflections	25%	Ongoing
Comic Book Case – Pairs	25%	October 16 <sup>th</sup> @ 12pm
Applied Creativity Group Project	35%	November 27 <sup>th</sup> @ 12pm

## Course Format and Expectations

*This 'studio-based learning' course will require students to engage in a virtual classroom; use both digital and paper-based templates; use online multimedia resources to create assignments and presentations; and, collaborate online for group work and classroom discussions. Industry guest speakers will inspire you.*

### Writing Assignments or Presentations

Reflections are intended to help you develop your communication skills. How well you communicate your ideas, in writing or orally, will be considered in the evaluation of the assignment. In your written assignments, you should aim for clarity, strong organization, concision, professionalism, and correct grammar. Your presentations should reflect strong planning and organization, clarity of speech, and an engaging demeanour. Sources, whether in written or presentation assignments, should always be correctly attributed.

Support is available through the RC Centre for Professional Skills (CPS) for students who would like help or feedback on their writing or speaking (presentations). CPS offers both individual and group appointments with trained writing instructors and presentation coaches who are familiar with the RC program and common types of business assignments. You can also access your college Writing Centres for help with written assignments.

You can book an appointment with a writing or presentation coach through the RC Centre for Professional Skills Writing Centre. For more information about writing centres, student supports, and study resources, see the [Writing and Presentation Coaching academic support page](#).

### *Team or Group Assignments*

The Comic Book Case requires students to work in teams of 2 and the Group Project in teams of 4 or 5. Learning to work together in teams is a crucial transferrable skill you will use not only in your coursework, but also in your future careers. Support is available if you encounter common teamwork challenges such as:

- Team members feeling left out of the team.
- Team members not responding in a timely manner to communication.
- Division or quality of work among team members being unequal or unfair.

Consult the [Centre for Professional Skills Teamwork Resources page](#) for tips, strategies, and best practices. You can also [book an appointment with a teamwork mentor](#) through the RC Centre for Professional Skills Writing Centre. Teamwork mentors can help you resolve or mitigate conflict, strategize on planning, or improve team communication.

If you are a student registered with Accessibility Services, and extensions are one of your academic accommodations, consult with your Accessibility Advisor about the teamwork in this course.

### *Class Participation*

Students are expected to prepare thoroughly and make every effort to attend every class. As class participation is a graded component of the course, students will be evaluated on the following:

- Thoughtful responses
- Understanding and analysis of topic
- Idea generation
- Promoting further discussion
- Respectful active listening
- Attentiveness

While attendance is necessary for students to participate in class discussions, attendance on its own will not result in a high participation grade. Students must actively contribute and participate by exhibiting the components listed above.

### *Missed Tests and Assignments (including mid-term and final-term assessments)*

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may request special consideration **within 2 business days** of the missed midterm/test/assignment due date.

In such cases, students must:

1. Complete the Request for Special Consideration form: <https://uoft.me/RSMConsideration>
2. Provide documentation to support the request, eg. Absence Declaration from [ACORN](#), medical note etc.

**Please note:** As of September 2023, students may use the Absence Declaration on ACORN **\*one time per term\*** to report an absence and request consideration. **Any subsequent absence will require a [Verification of Illness form](#) or other similar relevant documentation.**

Students who do not submit their requests and documentation within 2 days may receive a grade of 0 (zero) on the missed course deliverable.

### *Late Assignments*

All assignments are due on the date and at the time specified in Quercus. Late submissions will normally be penalized by 5% if the assignment is not received on the specified date, at the specified time. A further penalty of 10% will be applied to each subsequent day.

## Statement on Equity, Diversity and Inclusion

The University of Toronto is committed to equity, human rights and respect for diversity. All members of the learning environment in this course should strive to create an atmosphere of mutual respect where all members of our community can express themselves, engage with each other, and respect one another's differences. U of T does not condone discrimination or harassment against any persons or communities.

## Commitment to Accessibility

The University is committed to inclusivity and accessibility, and strives to provide support for, and facilitate the accommodation of, individuals with disabilities so that all may share the same level of access to opportunities and activities offered at the University.

If you require accommodations for a temporary or ongoing disability or health concern, or have any accessibility concerns about the course, the classroom or course materials, please [email Accessibility Services](#) or visit the [Accessibility Services website](#) for more information as soon as possible. Obtaining your accommodation letter may take up to several weeks, so get in touch with them as soon as possible. If you have general questions or concerns about the accessibility of this course, you are encouraged to reach out to your instructor, course coordinator, or Accessibility Services.

## Generative AI/Chat GPT

Students may use artificial intelligence tools, including generative AI, in this course as learning aids or to help produce assignments. However, students are ultimately accountable for the work they submit. Any content produced by an artificial intelligence tool must be cited appropriately. Many organizations that publish standard citation formats are now providing information on citing generative AI (e.g., MLA: <https://style.mla.org/citing-generative-ai/> ).

## Academic Integrity

Academic Integrity is a fundamental value essential to the pursuit of learning and scholarship at the University of Toronto. Participating honestly, respectfully, responsibly, and fairly in this academic community ensures that the U of T degree that you earn will continue to be valued

and respected as a true signifier of a student's individual work and academic achievement. As a result, the University treats cases of academic misconduct very seriously.

[The University of Toronto's Code of Behaviour on Academic Matters](#) outlines the behaviours that constitute academic misconduct, the process for addressing academic offences and the penalties that may be imposed. You are expected to be familiar with the contents of this document. Potential offences include, but are not limited to:

In papers and assignments

- Using someone else's ideas or words without appropriate acknowledgement.
- Submitting your own work in more than one course without the permission of the instructor.
- Making up sources or facts.
- Obtaining or providing unauthorized assistance on any assignment (this includes collaborating with others on assignments that are supposed to be completed individually).

On test and exams

- Using or possessing any unauthorized aid, including a cell phone.
- Looking at someone else's answers.
- Misrepresenting your identity.
- Submitting an altered test for re-grading.

Misrepresentation

- Falsifying institutional documents or grades.
- Falsifying or altering any documentation required by the University, including (but not limited to) medical notes.

All suspected cases of academic dishonesty will be investigated by the procedures outlined in the [Code of Behaviour on Academic Matters](#). If you have any questions about what is or is not permitted in the course, please do not hesitate to contact the course instructor. If you have any questions about appropriate research and citation methods, you are expected to seek out additional information from the instructor or other U of T or RC resources such as the RC Centre for Professional Skills, the College Writing Centres or the Academic Success Centre.

## Email

At times, the course instructor may decide to communicate important course information by email. As such, all U of T students are required to have a valid UTmail+ email address. You are responsible for ensuring that your UTmail+ email address is set up and properly entered on ACORN. For more information visit the [Information Commons Help Desk](#).

Forwarding your utoronto.ca email to a Gmail or other type of email account is not advisable. In some cases, messages from utoronto.ca addresses sent to Gmail accounts are filtered as junk mail, which means that important messages from your course instructor may end up in your spam or junk mail folder.

## Recording Lectures

Lectures and course materials prepared by the instructor are considered by the University to be an instructor's intellectual property covered by the Canadian Copyright Act. Students wishing to

record a lecture or other course material in any way are required to ask the instructor's explicit permission and may not do so unless permission is granted. Students who have been previously granted permission to record lectures as an accommodation for a disability are excepted. This includes tape recording, filming, photographing PowerPoint slides, Quercus materials, etc.

If permission for recording is granted by the instructor (or via Accessibility Services), it is intended for the individual student's own study purposes and does not include permission to "publish" them in any way. It is forbidden for a student to publish an instructor's notes to a website or sell them in any other form without formal permission.

## Weekly Schedule

Session	Date	Topic
1	11 <sup>th</sup> September	Innovation and Creativity
2	18 <sup>th</sup> September	Your Creative Confidence
3	25 <sup>th</sup> September	Creativity applied to Business
4	2 <sup>nd</sup> October	The Creative Thinking Processes
5	16 <sup>th</sup> October	Comic Book Presentations and Reflections
6	23 <sup>rd</sup> October	Launch of Case Challenge
7	30 <sup>th</sup> October	Creative Strategies: Observe/Examine
8	13 <sup>th</sup> November	Creative Strategies: Network
9	20 <sup>th</sup> November	Creative Strategies: Associate
10	27 <sup>th</sup> November	Creative Strategies: Express
11	4 <sup>th</sup> December	Final presentations
12	7 <sup>th</sup> December	Creativity in the face of future technology

**Please note that the last day you can drop this course without academic penalty is November 6, 2023.**

## Other Useful Links

- [Become a volunteer note taker](#)
- [Accessibility Services Note Taking Support](#)
- [Credit / No-Credit in RSM courses](#)
- [Rotman Commerce Academic Support](#)

## URL links for print

- ACORN: <http://www.acorn.utoronto.ca/>
- Email Accessibility Services: [accessibility.services@utoronto.ca](mailto:accessibility.services@utoronto.ca)
- Accessibility Services website: <http://studentlife.utoronto.ca/as>
- University's Plagiarism Detection Tool FAQ: <https://uoft.me/pdt-faq>
- The University of Toronto's Code of Behaviour on Academic Matters: <http://www.governingcouncil.utoronto.ca/policies/behaveac.htm>
- Information Commons Help Desk: <http://help.ic.utoronto.ca/category/3/utmail.html>
- Become a volunteer note taker: <https://studentlife.utoronto.ca/program/volunteer-note-taking/>
- Accessibility Services Note Taking Support: <https://studentlife.utoronto.ca/service/note-taking-support/>
- Credit / No-Credit in RSM courses: <https://rotmancommerce.utoronto.ca/current-students/degree-requirements/credit-no-credit-option/>
- Rotman Commerce Academic Support: <https://rotmancommerce.utoronto.ca/current-students/academic-support/>
- Book an appointment with a writing or presentation coach: <http://uoft.me/writingcentres>
- Writing and Presentation Coaching academic support page: <https://rotmancommerce.utoronto.ca/current-students/academic-support/writing-and-presentation-coaching/>
- Centre for Professional Skills Teamwork Resources page: <https://rotmancommerce.utoronto.ca/teamwork-resources>
- Book an appointment with a Teamwork Mentor: <http://uoft.me/writingcentres>