

MGNT 3603: The Creative Startup *Syllabus Template*

Course Description: A study of innovation and creativity in the context of an entrepreneurial organization. The course will include an analysis of the search process for new products and services and an overview of creating a start-up organization designed to build business models that deliver customer value.

Major Questions Addressed in Course:

1. What is the creative process?
2. How are new goods and services identified?
3. How are market anomalies and opportunities identified?
4. How are business models created and evaluated?

Learning Objectives Related to Learning Goals:

1. Students will identify elements of the search process in the context of entrepreneurial opportunities (BBA 6).
2. Students will define and describe the process of creating new products and services (BBA 6).
3. Students will analyze and evaluate innovations (BBA 4).
4. Students will demonstrate an ability to create business models that match creative innovation with local, regional, or global demands (BBA 5).

Student Rights and Responsibilities: Please carefully review the information at the following link: <https://www.westga.edu/UWGSyllabusPolicies/> The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

Student Attendance and Behavior: As a student it is expected that you engage in class (online or face to face) at all times noted on the course schedule. ***If you do not complete an assignment/exam on time, you will receive a 0 for that assignment/exam.*** Please make arrangements to complete your work early. It is also expected that you act respectfully and participate, especially in group assignments and class discussion. If you behave unprofessionally (as determined by me, the professor), you will be disqualified from a group project or class discussion and lose the associated credit toward your grade. You also should be honest. If you are not honest in your work on an assignment you will receive a "0" for that assignment and may receive a "F" for the course, depending on the severity of the infraction (as deemed by me, the professor). Please follow all instructions with exactness, especially when completing assignments/exams online.

Course Reading: This course will rely heavily on the Business Canvas presented in Business Model Generation, A. Osterwalder, Yves Pigneur, Alan Smith, and 470 practitioners from 45 countries, self published, 2010

Course Schedule, Exams, and Grading

Grading: At the end of this course, you will receive from me a letter grade based on your performance on the evaluation instruments listed below.

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| 1. | Exam 1 | 20% |
| 2. | Exam 2 | 20% |
| 3. | Exam 3 | 20% |
| 4. | Courseden Assignments and Responses | 20% |
| 5. | <u>Business Canvas Completion</u> | <u>20%</u> |

Total Points for Grade Calculation	100%
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Grading Scale: 90-100% = A; 80-89% = B; 70-79% = C; 60-69% = D; Below 60% = F

Course Schedule: This course is scheduled to be delivered according to the outline in the table below. I do reserve the right to adjust the schedule or grading as the semester progresses. Late work receives no credit. Attendance is required.

Week	Module Topics	Dates
1	What is a creative startup?	
2	What is a business plan?	
3	What is a business model?	
4	What is the search process and how can one identify opportunities?	
5	Exam 1 Review and Exam	
6	How are new goods and services identified?	
7	What is a market anomaly?	
8	How are new innovations evaluated?	
9	How do firms enter markets?	
10	Exam 2 Review and Exam	
11	What is the business model generator or business canvas?	
12	What is the value proposition?	
13	Who is the customer and what are the channels?	
14	What are the cost structure and revenue streams?	
15	Final Exam Review and Final Exam	