

**MBA 551: Entrepreneurship and the Art of
Creative Thinking**

SCHOOL OF BUSINESS AND MANAGEMENT

3 Credits

Effective Date (Winter/2022)

Access to the Internet is required.

All written assignments must be in Microsoft-Word-compatible formats.

See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.

Faculty Information

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

Contact Information

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

Course Description

This class is designed to familiarize students with the fundamentals of entrepreneurship and the creative process. Students learn about generative contexts, frameworks, methods, and tools that facilitate the development, evaluation, planning, commercialization, and management of innovative solutions. The toolkit offered in this course helps students identify and evaluate the potential of new business opportunities with consideration of market demands and dynamics, customer needs, rivals, and industry attractiveness. Key topics include the entrepreneurial process, environment, challenges, and strategies, opportunity recognition and assessment, design thinking, innovation and entrepreneurship, business models and planning, financing entrepreneurship, creative thinking, sustainability for startups, and emerging trends in entrepreneurship.

Course Resources

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). Access is provided through the Reading List link in your online course as well as from the library homepage (“Find Your Reading List” button).

Note: Required resources that must be purchased by the student are tagged “Purchase from a vendor of your choosing.” Required resources with a direct link, “Available through CityU Library”, are available electronically at no cost to students.

Students in Canada may purchase course resources from the [Canada Bookstore](#), and students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

Course Outcomes

This course will prepare students to:

- Identify and evaluate potential venture ideas.
- Apply the entrepreneurial and creative processes to generate, evaluate, and plan the implementation of an innovative solution.
- Develop a business model for a new venture.
- Devise a high-level business plan for a new venture.
- Develop innovation solutions to solve environmental problems and promote sustainability.
- Assess the market potential for a new venture, including customer needs, competitors, and industry attractiveness.

Additional Information

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Entrepreneurship and the entrepreneurial environment
- Creative thinking and process
- Opportunity recognition and design thinking
- Innovation and entrepreneurship
- Evaluating entrepreneurial opportunities
- Business models
- Business planning
- Financing entrepreneurship
- Business set-up, start-up, and growth
- Strategic entrepreneurship
- Management, marketing, and customer strategy
- Sustainability
- Emerging trends in entrepreneurship
- Ethics and social responsibility

Grading Scale

The grades earned for the course will be calculated using City University of Seattle's decimal grading system, found in the current University Catalog (<https://www.cityu.edu/catalog/>).

Grading rubrics with details on how each assignment will be graded are located under *Assignments* and/or in *My Grades* in the online course menu. Students should review the rubric for each assignment prior to completing their work in order to understand how it will be assessed.

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Mini-Case Studies (2)	50%
Team Project and Presentation: Applying the Entrepreneurial Process	30%
Instructor Determined Activities	20%

Course Assignments and Grading

The instructor will provide grading rubrics that will provide more detail as to how each assignment will be graded.

Mini-Case Studies (2)

The instructor will provide two (2) mini-cases to students throughout the quarter. The cases are designed to encourage students to apply analytical concepts and frameworks to analyze various entrepreneurship scenarios and develop relevant solutions and/or action plans. The cases will challenge students' understanding and application of entrepreneurship, sustainability, and creative thinking concepts, methods, tools, and techniques. A different case will be utilized each quarter; therefore, requirements for each case will vary depending upon the nature of the scenario of interest. Accordingly, specific instructions and set of requirements (e.g., format, references, and page count) will be included in the description of each case.

Components	% of Grade
Case Analysis	25%
Application of Entrepreneurship, Sustainability, and/or Creative Thinking Methods, Tools, and Techniques	30%
Recommendations	25%
Technical Requirements	15%
Citations	5%
TOTAL	100%

Team Project and Presentation: Applying the Entrepreneurial Process

For this project, students will self-select into teams to generate, evaluate, and plan the implementation of an innovative solution (product or service) to a problem that they identify through secondary research, observations, and analysis. Students should either develop a framework using relevant course concepts or select an existing process from a scholarly source to inform and guide the team's activities throughout the entrepreneurial process. This project is semi-structured as each team has the autonomy to customize its entrepreneurial process; however, several deliverables must be presented as described below:

- Define problem:** Craft a problem statement and provide a detailed description of the process that the team followed to identify the problem.
- Generate an innovative solution:** An outline of the creative process that the team utilized to generate an innovative solution to tackle the problem, whether by recognition, development, or creation.
- Evaluate the proposed solution:** All rationale, hypotheses, and testing processes that the team utilized to evaluate the proposed solution as well as the market potential including customer needs, rivals, and industry attractiveness.
- Business model:** Create a detailed business model.

- e) **Business plan:** A clear and concise business plan with suggested components including, but not limited to, business setup, pre-launch activities, strategies to validate the solution, customer strategy, marketing strategy and ideas (preferably social media marketing), management, sources of financing, and key operations.
- f) **Teamwork:** A brief report on how team members collaborated to complete this project with emphasis on team structure, strengths, areas for improvement, and lessons learned.

This paper will be 15-20 pages (excluding cover page and reference page); APA writing conventions should be followed with a minimum of 15 sources referenced and cited. In addition, each team will present its entrepreneurial process to the class. If the course is in an online format, teams will record and submit their narrated presentation. The presentation should be approximately 15 minutes in length (12-15 slides), covering the key phases of the process. Each team member will fill out an evaluation form to indicate the level of individual performance in the team. This evaluation will fulfill the “Team Contribution” component of the associated rubric.

Components	% of Grade
Define Problem	10%
Solution Generation and Evaluation	15%
Business Model	10%
Business Plan	15%
Team Presentation	15%
Student Team Contribution	15%
Technical Requirements	10%
Citations	10%
Total	100%

Instructor Determined Assignments and Activities

Whether in class, online, or in a mixed mode setting, students will be graded on their participation in classroom discussions; ability to present, explain, or defend alternative viewpoints; and the degree to which they have mastered the concepts and principles inherent in the study of business management. Written work will be assessed not only on relevance to the subject presented, but also on adherence to good written form, APA style, and professional presentation. The instructor may also choose to create additional activities to support learning in the classroom or online.

Components	% of Grade
Quality of Responses	40%
Quantity of Responses	40%
Timeliness	20%
TOTAL	100%

Course Policies

Late Assignments

A critical aspect of management is to meet predefined deadlines. Therefore, all assignments are expected to be submitted when due. No late assignments are accepted. Life-situations do occur. When an issue arises coordinate with the instructor prior to the assignment's due date and the due date may be adjusted. It is in the best interest of the student to ensure that all assignments are submitted on time.

Participation

Class participation will be evaluated during class. Participation includes being prepared for class discussions and contributing meaningful content when appropriate. It also includes individual effort contributed to the team project.

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

University Policies

Students are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Antidiscrimination

City University of Seattle and its staff and faculty are committed to supporting our students. We value equity, diversity, and inclusion as a way of life as well as the educational opportunities it provides. CityU will not tolerate any form of discrimination based on race, color, ethnicity, sexual orientation, gender identification, socioeconomic status, or religious values. If you have experienced any discrimination based on any of the above, we encourage you to report this to the University. Please report this to your instructor. If you do not feel safe reporting this to your instructor, please report to the Provost or to the Vice President of Student Affairs.

Non-Discrimination & Prohibition of Sexual Misconduct

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/>.

Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. You are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Scholastic Honesty* under *Student Rights & Responsibilities*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if s/he is present at any time during the class session. For online classes, a student has attended if s/he has posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Attendance Policy for Mixed Mode, Online and Correspondence Courses*.

Final Assignment Due Date

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

Support Services

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking

As a CityU student, you have access to 10 free hours of online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.edu to request your user name and password.