

ENTREPRENEURSHIP AND INNOVATION (ENIN)

ENIN 140 Design Thinking Units: 3.00

This course teaches design thinking techniques and their application to real-life case studies. Design Thinking takes a cross-disciplinary approach wherein students from various academic and professional backgrounds engage in co-creation, peer review, online discussions, brainstorming, and prototyping activities.

NOTE Also offered online. Consult Arts and Science Online. Learning Hours may vary.

Learning Hours: 120 (72 Online Activity, 48 Private Study)

Requirements: Prerequisite None. Equivalency FILM 140.

Offering Faculty: Faculty of Arts and Science

Course Learning Outcomes:

1. Communicate ideas creatively with digital presentation styles and content in an aesthetically pleasing, artistic, storyboard that captures the imagination of the reader.
2. Demonstrate knowledge of the steps of Design Thinking as an Innovation Tool, including how and what is involved in the steps of Empathy, Design, Ideation, Test, and Iterate.
3. Demonstrate the innovation skills of brainstorming multiple solutions, decision-making, creating a prototype, assumption rating, and designing tests or experiments to learn from your customer group by completing the tasks and showing your work in a presentation document.
4. Differentiate between the intellectual standards for creative thinking (originality, adaptability, appropriateness, and contribution to the domain)
5. Research, analyze, and write a report on chosen problems and customers to demonstrate empathy, root problem identification, the systems in which the problem lives, and how to segment your customer group into a persona.

ENIN 200 Foundations of Entrepreneurship Units: 3.00

This course delivers an introduction to the economic and organizational dimensions of innovation and entrepreneurship. Using case studies of real companies and initiatives, we'll evaluate how disruptive and incremental innovations bring about changes in the market by prompting new products and services, business models, technologies, and paradigms.

NOTE Only offered online, consult Arts and Science Online.

NOTE Also offered at the Bader International Studies Centre, Herstmonceux (Learning Hours may vary).

Learning Hours: 120 (84 Online Activity, 36 Private Study)

Requirements: Prerequisite Level 2 or above. Exclusion ASCX 200.

Offering Faculty: Faculty of Arts and Science

Course Learning Outcomes:

1. Analyze innovative ideas and identify windows of opportunity where innovation is likely to succeed
2. Apply new approaches to solving business and social problems, including observing and mapping systems with greater clarity, diagnosing issues, experimenting, iterative and developing flexibility in thinking and action.
3. Demonstrate active listening skills to articulate effective communication with peers and consider their perspective on diverse issues.
4. Differentiate between various approaches to corporate and social innovation, including public sector and social service innovation.
5. Formulate and communicate ideas using rapid prototyping, brainstorming, and visual storytelling tools to generate business models and concept designs
6. Gather, organize, and summarize information necessary to reframe a design problem as an entrepreneurial opportunity

**ENIN 204 Publicity and Media Relations Units: 3.00**

This course develops an understanding of the basic principles, processes and applications of public relations and marketing communications in the arts and entertainment sectors, and across the creative industries. From arts marketing, fundraising, and publicity, to talent and music management, and event planning, the course covers how public relations can be applied to many fields.

NOTE Only offered online, consult Arts and Science Online.

Learning Hours: 120 (72 Online Activity, 48 Private Study)

Requirements: Prerequisite Level 2 or above.

Offering Faculty: Faculty of Arts and Science

Course Learning Outcomes:

1. Analyze stakeholder interests and address a variety of public relations issues including reputation and crisis management, media relations, and social media responses;
2. Apply strategy and communication tactics based on a sound understanding of public relations concepts and theory;
3. Build collegial and cooperative relationships with classmates so as to model how to form professional networks with a variety of public interest groups, internal and external clients, and the media;
4. Conduct and coordinate research to develop communication strategies to meet information needs of internal and external publics;
5. Describe how the public relations process is carried out by various specializations, such as fundraising, government relations, crisis communications, and international affairs;
6. Design internal and external communications and prepare communications such as a comprehensive press kit and other collateral materials.
7. Develop and deliver professional presentations;
8. Practice problem-solving skills by critically analyzing current trends in public relations, including research and evaluation, event management, and social networking

ENIN 207 Envisioning Disruptive Technologies Units: 3.00

This course illustrates the concept of disruptive technology - where the pace of technological progress easily exceeds the rate of performance improvement that customers in a market demand. The cases we will cover highlight the implications of such innovation on the research, design, promotional, and business strategies involved.

NOTE Also offered online, consult Arts and Science Online (Learning Hours may vary).

Learning Hours: 120 (36 Lecture, 48 Online Activity, 36 Private Study)

Requirements: Prerequisite Level 2 or above.

Offering Faculty: Faculty of Arts and Science

Course Learning Outcomes:

1. Apply and analyze the social, financial and technological conditions that support or prevent the advent and/or implementation of a disruptive technology
2. Articulate a clear and comprehensive definition of the concept of disruptive technology through the analysis of a number of disruptive technology cases
3. Assess and enact the power of collaboration, user feedback, and other team approaches to creative ideation and innovation
4. Describe both the common, and distinctive characteristics of specific disruptive technologies within a range of contexts
5. Draw connections between the concepts associated with disruptive technologies to envision and evaluate a new disruptive technology
6. Synthesize individual research and visually present original ideas by creating a multimedia digital presentation

ENIN 240 Explorations in Creativity Units: 3.00

Students will examine four aspects of creativity - the creative person, process, product, and press - to increase the degree to which they recognize and nurture their own creative potential. Supported by interdisciplinary research and theory, students will assess the increasing importance and global context of creativity skills in the 21st century.

NOTE Also offered online. Consult Arts and Science Online. Learning Hours may vary.

Learning Hours: 120 (84 Online Activity, 36 Private Study)

Requirements: Prerequisite None.

Offering Faculty: Faculty of Arts and Science

Course Learning Outcomes:

1. Articulate what is meant by creative thinking by identifying the 7 steps in the creative problem solving (CPS) process (clarification, research, formulation, ideation, evaluation, implementation planning, execution)
2. Communicate ideas by creating digital prototypes (vision board, flipbook, infographic) of creative solutions (products and services) using graphic design software.
3. Differentiate between the intellectual standards for creative thinking (originality, adaptability and flexibility, appropriateness, and contribution to the domain).
4. Engage in critical reflection about creative work, by self-evaluating their own deliverables and offering peer feedback to others.
5. Locate and synthesize research and data to generate multiple solutions for various creative problem scenarios (and cases) through conducting original research and completing short writing assignments.
6. Participate in, and add value to a peer-to-peer learning community by presenting and defending opinions, making judgements about information, and contributing to online discussion forums.

ENIN 250 Makerspaces and the Creative and Innovative Process Units: 3.00

Development of the student innovator's mindset and skillset in design thinking. Through real-world problems, students will learn how to use makerspace equipment competently and safely, and to design, prototype, and test objects. They will be encouraged to think critically about the potential of the maker movement to create social impacts.

NOTE Makerspace Materials/Supplies: estimated cost \$35.

Learning Hours: 108 (36 Lecture, 12 Laboratory, 60 Private Study)

Requirements: Prerequisite (ENIN 140/3.0 or ENIN 200/3.0) or permission of the School.

Offering Faculty: Faculty of Arts and Science

Course Learning Outcomes:

1. Apply an innovator's mindset to solve real-world problems.
2. Apply principles of design thinking through prototyping feedback meetings with TAs, working with different makerspace technologies, and creating CAD files and 3D printed objects.
3. Appraise how making and the maker movement can impact society, policy, the environment.
4. Demonstrate cooperation skills through collaborating in groups to develop solutions to "How Might We" problems, writing proposals and initialization reports, and conducting final presentations.
5. Predict how the innovator's mindset, design thinking, and the use of physical technologies can be applied to students' future career paths.
6. Demonstrate effective and safe use of makerspace equipment.

**ENIN 301 Creative Entrepreneurship Units: 3.00**

This course offers a primer on personal and organizational creativity, and is designed to support learners to develop entrepreneurial mindsets. Learners will study emerging theories of creative thinking, and develop a deep understanding of, and engagement with, discourses and methods of innovation in the creative industries.

NOTE Only offered online, consult Arts and Science Online.

NOTE Also offered at the Bader International Studies Centre, Herstmonceux (Learning Hours may vary).

Learning Hours: 120 (72 Online Activity, 48 Private Study)

Requirements: Prerequisite Level 2 or above.

Offering Faculty: Faculty of Arts and Science

Course Learning Outcomes:

1. Develop the intellectual flexibility to examine problems from the point of view of the user, audience, or client
2. Engage in market and user experience research to discover innovation opportunities.
3. Frame innovative ideas and initiatives using digital visual content and storytelling techniques.
4. Reflect on the value and impact of entrepreneurial thinking to the production and promotion of creative products and artistic processes.
5. Use imagination in a disciplined approach to brainstorming that leads to actionable ideas and insights, and improves problem-solving skills.

ENIN 340 Topics in Innovation and Entrepreneurship Units: 3.00

Examines current innovation and entrepreneurship trends, practices, styles, theories, texts, and discourses. Through online research, assigned readings, and creative assignment, students will engage in creative exploration of innovative products, services, business models, and learn about innovative individuals.

NOTE This course is repeatable for credit under different topic titles.

NOTE Also offered online, consult Arts and Science Online.

Learning Hours: 120 (84 Online Activity, 36 Private Study)

Requirements: Prerequisite Level 2 or above.

Offering Faculty: Faculty of Arts and Science

Course Learning Outcomes:

1. Analyze and differentiate between and define concepts, models, and theories related to innovation and entrepreneurship, exhibiting previously learned material by recalling knowledge, facts, and techniques.
2. Formulate and communicate ideas about innovation and entrepreneurship.
3. Participate and add value to a peer-to-peer learning community by presenting and defending opinions, making judgements about information, and contributing to discussion.
4. Research, organize, and synthesize information about an innovation and entrepreneurship topic.

ENIN 400 Innovation Design Sprint Units: 3.00

This course is designed as an intense, short-burst, experiential learning expedition. It is an opportunity for students to practice developing innovative, effective solutions to real-world business, social, and creative problems.

NOTE Only offered online, consult Arts and Science Online.

Learning Hours: 108 (48 Online Activity, 60 Private Study)

Requirements: Prerequisite Level 3 or above and ENIN 200 and (ENIN 301 or CHEE 302). Exclusion ENIN 401.

Offering Faculty: Faculty of Arts and Science

Course Learning Outcomes:

1. Communicate professionally online verbally and in writing in a clear, coherent, and logical style
2. Compose and communicate a compelling business story to translate and articulate the value of social, commercial, technical, or creative innovation to stakeholders
3. Conduct online and library research using popular, scholarly, and trade resources as appropriate.
4. Demonstrate understanding of key concepts in innovation and entrepreneurship
5. Demonstrate visual communication skills by creating and presenting a multimedia digital slide presentation
6. Gather, organize, synthesize, and summarize information necessary to appropriately study a complex design problem

ENIN 401 Venture Design and Execution Units: 3.00

In today's fast-paced world, speed and agility are critical to generating business value. This capstone course offers a unique experiential opportunity to leverage and develop contacts in international innovation node(s), as well as opportunities to practice developing innovative and effective solutions to real-world problems.

NOTE Offered only at Bader College, Herstmonceux, UK.

Learning Hours: 120 (12 Lecture, 24 Seminar, 16 Group Learning, 10 Off-Campus Activity, 48 Private Study)

Requirements: Corequisite ENIN 200/3.0 and (ENIN 301/3.0 or CHEE 302/3.5). Exclusion ENIN 400/3.0.

Offering Faculty: Faculty of Arts and Science