

University of North Carolina at Charlotte
MBAD 6279 Spring 2019

Professors: John Tuders
Meeting Time: Tuesday 5:30-8 Uptown Center City 901
Room
Office Hours: By appointment
Contact Information:
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Focus of the Course: MBA 6279, Design Thinking & Innovation. The theoretical and practical components of innovation. Introduction to design thinking and the innovation process from idea generation to early design to declaration of importance to delivery to the end user. Implementation of innovations.

- Understand Innovation in Practice (Multiple Industry View)
- Walk through the Design Thinking process in detail (providing examples along the way)
- Work in teams throughout the Innovation practice
- Hear from multiple Charlotte leaders (Innovation and Practical Use)

Expectations

1. Carefully read and be prepared to discuss all required readings prior to each class meeting.
2. 100% attendance is expected (communicate with me if you must miss a class)
3. Students bring their experience to the classroom, constantly engaging in classroom discussion

Grading

Class Participation = 20% (Active participation in class discussion. Which also means come prepared having read all designated pre-reads).

Individual Presentations (will discuss in class): 20%

Group Presentation #1 (Through Ideation): 15%
Group Presentation #2 (Through Prototyping): 15%
Final Group Presentation #3: 20%

Individual Case Paper: 10%

Course Information & Guidelines

1. 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 socioeconomic status.
2. UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.
3. Orderly and productive classroom conduct. We will conduct this class in an atmosphere of mutual respect. We encourage your active participation in class discussions as well as online. Each of us may have strongly differing opinions on the various topics of class discussions. The orderly questioning of the ideas of others, including the faculty, is welcome. However, we will exercise our responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion.
4. Academic integrity. Cheating and disruptive behavior have significant consequences. All students are required to read and abide by the Code of Student Academic Integrity, which governs student behavior relating to academic work. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code. The Code is available from the Dean of Students Office or online at: <http://www.legal.uncc.edu/policies/ps-105.html> (also see <http://integrity.uncc.edu/>). All UNC Charlotte students are expected to be familiar with the Code and to conduct themselves in accord with these requirements. To clarify, any academic dishonesty can result in a grade of F for the course. Academic dishonesty also pertains to violating the “rules” of this syllabus. Anyone violating this policy will receive an F for the course.
5. Materials. All materials submitted as part of course requirements become the property of the instructor. Students desiring to retain copies of their work should make such copies before turning in their materials.
6. Electronic devices in classroom. Use of computing, communication, or other devices during the class time for purposes other than those required for the class is prohibited and may result in being asked to leave the classroom for the remainder of the class period. This includes the use of laptops, lab computers, phones or other devices for Internet browsing, game playing, reading news, emailing, texting, chatting, IM, Facebook, or other activities not required for the class. Cellular phones and other communication devices must be silenced AND stored away during class.

Date	Topic Covered	Readings (will update)
January 15th	Introductions/Syllabus Review	
January 22nd	Empathize/Connect	
January 29th	Individual Presentations: Innovation in Practice	
February 5th	Define/Focus	
February 12th	Ideate/Bricolage	
February 19th	Guest Speaker	
February 26th	Team Presentation #1 (Through Ideation)	
March 5th	SPRING BREAK NO CLASS	
March 12th	Concept Statement/Canvas	
March 19th	Proof of Concept/Prototyping	
March 26th	Guest Speaker	
April 2nd	Team Presentation #2 (Through Prototyping)	
April 9th	Intellectual Property	
April 16th	Feedback/Test/Validate	
April 23rd	NO CLASS	
April 30th	Final Team Presentation	
May 7th	Individual Case Study Due	