



Universidad de
La Sabana

SUBJECT SYLLABUS

ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Creativity, Innovation and Product & Service Design (81114)
PROGRAM: Bachelor of Business Administration (BBA)
Bachelor of International Marketing & Logistics Administration (BIMLA)
LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Innovation & Entrepreneurship		
SEMESTER	Sixth & Fifth, respectively		
SUBJECT TYPE	Mandatory		
CREDIT POINTS	3		
CLASSROOM HOURS PER WEEK	3		
PRE-REQUISITES	Consumer Behavior & Innovative World Industries, respectively		
LANGUAGE	English		
INTERNATIONAL CONTENT	<ul style="list-style-type: none"> • Reading materials include international journal articles • Reading materials in English • Research tasks on intercultural contexts • Development of projects with international or intercultural focus • Foreign speakers or professors visiting the classroom or participating online • International cases are used and compared against national reality • International bibliography is used 		
COURSE DETAILS			
COURSE DESCRIPTION	To develop personal and professional skills based on the identification, generation, development and implementation of ideas, which become products and services. To achieve this goal, a journey is undertaken through creativity, innovation and methodologies that lead to the design and creation of new products and services..		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Recognizing the importance of primary and secondary sources of information for identifying problems and defining problems	Knowledge	ILO02, ILO03,

	to be addressed with design thinking to propose innovative solutions.		
	Implementing the design thinking methodology to creatively and innovatively solve challenges related to the solution of a product or service design that creates value and responds to market needs.	Skill	ILO01, ILO03, BBA ILO06.
	Generating a group work atmosphere that allows to use critical and creative thinking for developing coherent proposals in a particular environment.	Context	ILO03, ILO04,
	<p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BBA ILO06: Entrepreneurship & Innovation: Apply and improve, with entrepreneurship spirit and creative thinking, management processes for established companies or student start-ups.</p>		
COURSE CONTENTS	<ol style="list-style-type: none"> 1. Entrepreneurship ecosystems and skills 2. Creativity blocks and creative skills 3. Personal business model and its validation 4. Innovation introduction and types 5. Innovation cultures; divergent and convergent thinking 6. Design thinking introduction 7. Clarifying problems techniques and customer analysis 8. Ideation techniques 9. Ideas assessment techniques 10. Prototyping 11. Prototypes validation and tools for implementing solutions 12. Services design 13. Viability analysis 14. Additional methodologies of creativity and innovation 		
METHODOLOGY	<p>Active Learning</p> <p>Design thinking</p> <p>Theoretical classes</p>		

	<p>Participative classes :Small Groups Discussion and Course Discussions Workshops Case Study Practical Exercises Written tests, essays, presentations and integral projects Guests entrepreneurs Basic and recommended readings Audiovisual material Lectures on basic theoretical aspects. Collaborative Learning</p>
<p>ASSESSMENT</p>	<p>The subject will be developed through the Project Based Learning methodology, where the knowledge and skills of the course are acquired through the elaboration of projects that respond to a challenge posed by BELCORP multinational.</p> <p>Assessment will equally verse on:</p> <ol style="list-style-type: none"> 1. Presentations 2) Homework 3) Final exam <p>➤ Evaluation will be a permanent competence approached process swinging on self-evaluation, peer evaluation, hetero and meta evaluation that entails the personalized education as a whole for every student. Qualitative and quantitative aspects of the course topics will be evaluated.</p> <p>The teacher will choose the activities to assess in class according to the content of the course session.</p> <ul style="list-style-type: none"> • Individual and group work and presentations. • Practical group workshops related to each topic. • Individual evaluations. • Case analysis <p>➤ For the quantitative system, numerical grades will be reported, according to the criteria established in the students regulation book, always aiming at the permanent learning and improvement of the student. There will be an initial report (30%), a mid-term report (30%), and a final report (40%). The content and organization of each report will be defined by each teacher and communicated to students on due time.</p> <p>➤ Presentations will be evaluated based on (The teacher will define teams and topics):</p> <ul style="list-style-type: none"> • Research (presented data depth) • Research oral presentation (topic mastery by each of the team members) • Research paper submission