



BMGT 1800

Division: Business and Technology

Department: Business Management

Course: BMGT 1800

Title: TED (Technology, Entertainment, Design) Lectures

Catalog Description:

This course combines lectures from world class thought leaders with critical analysis of the speaker and their assumptions. TED lectures explore the topics of innovative technology, entertainment, and design. Delivery will be through electronic means. The course will introduce students to the concepts of creativity, innovation, thought processes, and desired outcomes. The course will explore the crucial importance of these concepts to individuals, organizations, and the entrepreneurial process.

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 1; Lecture: 1; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: No

Justification:

The purpose of this course is to expose students to some of the world's foremost thought leaders through TED Conference speaker videos.

Innovative thought processes and results must become a leading tool for developing a competitive edge, both in individuals and in organizations.

Students will see how innovative thought leaders throughout the world apply principles and achieve outstanding results. Students from a variety of disciplines can benefit from these world class thought leaders.

Student Learning Outcomes:

After completing this course, the students will be able to:

- ? Identify creative thought processes and the role they play in creativity and production.
- ? Explain the key aspects of the innovative process.
- ? Define the aspects of effective thought processes as it relates to the creation of products and services.
- ? Validate why creativity and innovation are important for entrepreneurial and corporate growth.
- ? Assess creative development and prescribe a plan of action to enhance the ability to think more creatively and foster innovation.
- ? List primary management techniques to facilitate creativity and innovation.
- ? Specify ways an organization can encourage or discourage a culture of creativity and innovation.

Content:

- *Selected readings and TED Talks lectures will be presented
- *Students are given opportunities to provide written discussion/reflection comments on each lecture and set of readings
- *Instructions and guidelines on how to prepare a TED Talk will be presented
- *Students will work on a final reflective paper

General Education Outcomes:

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4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Students will be required to electronically access and interpret selected TED Talks and identify principles that may be applied to real world situations.

Students will summarize the material through written reviews and will evaluate the TED Talks. Instructor will determine student understanding of the subject matter through these reviews and their final reflective paper.

The instructor will provide feedback and discussion topics to measure student understanding and give improvement opportunities.

Key Performance Indicators:

Students will demonstrate competence in the following areas:

- Creative and innovative thinking skills
- Creative and innovative thinking styles
- Creativity and innovation in a variety of industries
- Creative problem solving
- Divergent and convergent thinking to identify innovative opportunities in current world trends
- Building blocks of innovation
- Processes and methods of creative problem solving: observation, definition, representation, ideation, evaluation and decision making
- Event marketing
- New product development

Grading policy:

Additional Reading.....?	5%
Pre-Post Discussion Comments.....	10%
Weekly Assignments.....	60%
Talk (Your own TED Talk).....	15%
Final Reflective Paper.....	10%

(percentages are approximate)

Representative Text and/or Supplies:

Course materials will be provided by the instructor.

Optimum Class Size: 20

Maximum Class Size: 30

Signatures:

I hereby submit this course syllabus:

Russ Johnson, MIM, Assistant Professor

I hereby find this course consistent with the goals and resources of the Business Management Department:

Russ Johnson, MIM, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)