

University of Vermont
Honors College Sophomore Seminar
HCOL 185E New Product Development: Innovation in our Marketplace
Fall 2017

INSTRUCTOR: Dr. Amy M. Tomas
OFFICE: Kalkin 208, 656-4711, atomas@bsad.uvm.edu
OFFICE HOURS: Monday and Wednesday: 3:30pm to 4:45pm and by appointment

REQUIRED MATERIALS:

- * *HOW WE GOT TO NOW: Six Innovations That Made the Modern World*, by Steven Johnson, Riverhead Books/Penguin Group @ 2014, [This book is available through various online booksellers. It is also available for lending through Bailey/Howe Books (3rd Floor) (T14.5 .J64 2014) and a copy will be on reserve at Bailey-Howe Library after the 1st week of classes.] **Read this book before class on September 19.**
- * *THE ART OF INNOVATION*, by Tom Kelley with Johnathan Littman, Currency/Doubleday @ 2001 [This book is available through various online booksellers. A copy will be on reserve at Bailey-Howe Library after the 1st week of classes.] **Read this book before class on September 26.**
- * *THE GEOGRAPHY OF GENIUS: A Search for the World's Most Creative Places*, by Eric Weiner, Simon & Schuster @ 2015. [This book is available through various online booksellers. A copy will be on reserve at Bailey-Howe Library after the 1st week of classes.] **Read this book before class on October 12.**
- * *BRICK BY BRICK*, by David C. Robertson with Bill Breen, Crown Business @ 2013 [This book is available through various online booksellers. It is also available for lending through Bailey/Howe Books (3rd Floor) (HD9993.T694 L447 2013) and a copy will be on reserve at Bailey-Howe Library after the 1st week of classes.] **Read this book before class on October 19.**
- * *LOGO/DESIGN/LOVE: A Guide to Creating Iconic Brand Identities, 2nd edition*, by David Airey, New Riders/Pearson @ 2015 [This book is available through various online booksellers. A copy will be on reserve at Bailey-Howe Library after the 1st week of classes.] **Read this book before class on November 7.**

* Articles, web sites and additional readings (**Due as assigned**)

PREREQUISITES: Permission, Honors College Sophomores only

COURSE OBJECTIVES:

Upon completion of this course, you should be able to:

- * Demonstrate an understanding of the history of innovation and its contributions to modern life
- * Identify the concepts and theories that inform current views of innovation
- * Identify and apply ideation and problem-solving techniques
- * Develop an understanding of communication methods available to share an innovation with the marketplace
- * Research, write and reflect on a comprehensive portfolio of work

COURSE DESCRIPTION:

This course will be a project/discussion based course. We will examine innovation from a variety of perspectives including historical analysis, problem solving, creativity and ideation, and entrepreneurial thinking. Throughout the course, we consider the notion of an innovation or a “new product” at its most broad to include offerings of goods, services, ideas, experiences, and causes. The course will be based on four main topics. We will look back to the history of innovation and its role in shaping the marketplace we live in today. From there, we review current perspectives on the forms of innovation and theories of innovation. Next, the course introduces students to a variety of creation/ideation techniques to apply in problem-solving and innovation efforts. The course concludes with analysis of the methods of communicating and analyzing innovation efforts.

Throughout the course, students will be creating a portfolio of work related to an innovation (good, service, idea, experience, cause) in the topic area of their choice. This portfolio will be built through research, current events analyses, presentations, and writings integrating course concepts and practices into the student’s chosen area for innovation. Ultimately, these portfolios will be presented in Poster Session format in an Innovation Fair, in lieu of a final exam. The portfolio itself will allow the student to showcase the semester’s work and to share that information with members of the UVM community.

METHOD OF COMMUNICATION:

In addition to regular classroom meetings, the Blackboard system will be used for all course communication. Important material will be posted to the course Blackboard site including the course syllabus, assignment handouts, copies of documents used in class, etc. Announcements of readings, any class cancellations, assignment changes, schedule changes, reminders, assignment tips, etc. will be posted to the Blackboard site. It is YOUR responsibility to check the site regularly.

GRADING:

Your grade in the course will be determined by the following:

Class Contribution	25%
Ideation Workshops	5%
Discussion Leadership	10%
Reflection/Project Journal	20%
Portfolio Project:	
Problem Statement	5%
Literature Review	10%
Concept Statement/Pitch Presentation	10%
Dissemination Plan	5%
Final Poster Session	10%
Total	100%

Class Contribution and Discussion Leadership

Engaged and informed participation in class meetings will be essential for this course. Readings, assignments and activities will be used to foster preparation, analysis and critical thinking to guide class meetings. Each student is expected to come to class having read the assigned material, ready to actively engage in discussion. Pairs of students will take charge of discussion/activity leadership on selected reading assignments. This discussion leadership will include preparation of a session outline, discussion around the key concepts and theories, and a series of key questions and issues to be considered as an additional contribution to class discussion. Attendance certainly plays a role here, and is considered mandatory. Please contact me as soon as you are able if you must miss a class. Excessive absences will be reflected in the Course Contribution portion of the student's grade. If you must be absent, you are responsible for getting the information from the day's class.

Ideation Workshops

A series of readings, activities, and assignments will build on course materials on Creativity and the practice of Ideation. Preparation, participation and reflection on these workshops will be important aspects of the student's course contribution.

Innovation to Watch Portfolio

The Portfolio elements listed on page 2 represent the foundation for the student's semester-long portfolio project. After identifying an innovation topic area of particular interest, the student will integrate each component of course material (the history and background of the innovation, the current state of the innovation area, ideation techniques and a communication plan) into a portfolio. The Innovation to Watch will be the subject of a Pitch presentation as well as a more comprehensive Poster Session presentation during finals week. Finally, drawing from the Portfolio Progress Journal the student will be asked to create a concluding written reflection on the work they have prepared, its application in the innovation area and a future recommendation to complete the Portfolio.

Reflection and Portfolio Journal

Your class journal is a personal writing project to help you track your progress through the course material and the Innovation Portfolio assignment. It will help you to reflect on readings and exercises and to report on important project milestones. Your writing style may be as formal or casual as you prefer. Please be certain that your entries are organized and legible. Please note that this journal will be incorporated as an important part of your course grade (20%) and will be turned in to me for periodic feedback. The dates will be announced throughout the semester.

You may keep your journal digitally or prepare a notebook or journal. Your journal is structured as follows: Label and date each entry. You should write several paragraphs for each assigned journal prompt. You are not restricted to formal journal prompts. There is no maximum number of entries per week. This is a great tool to record thoughts, concerns, and brainstorming as they occur, simply label these free writings to provide structure to your work. The first entry prompt is **choosing a topic. You should consider at least 2 potential topics and their pros and cons. You will submit your journal for the first time next Thursday, September 7.**

Class Policies

RELIGIOUS HOLIDAYS: Students have the right to practice the religion of their choice. Each semester students should submit in writing to their instructors by the end of the second full week of classes their documented religious holiday schedule for the semester. Faculty must permit students who miss work for the purpose of religious observance to make up this work.

STUDENT ACCOMMODATIONS: In keeping with University policy, any student with a documented disability interested in utilizing accommodations should contact SAS, the office of Disability Services on campus. SAS works with students and faculty in an interactive process to explore reasonable and appropriate accommodations, which are communicated to faculty in an accommodation letter. All students are strongly encouraged to meet with their faculty to discuss the accommodations they plan to use in each course.

The University of Vermont: Common Ground

The University of Vermont is an educationally purposeful community seeking to prepare students to live in a diverse and changing world. We who work, live, study, teach, do research, conduct business, or participate in the University of Vermont are members of this community. As members, we believe in the transforming power of education and agree to help create and foster an environment where we can discover and reach our true potential.

We aspire to be a community that values:

RESPECT. We respect each other. We listen to each other, encourage each other and care about each other. We are strengthened by our diverse perspectives.

INTEGRITY. We value fairness, straightforward conduct, adherence to the facts, and sincerity. We acknowledge when things have not turned out the way we had hoped. As stewards of the University of Vermont, we are honest and ethical in all responsibilities entrusted to us.

INNOVATION. We want to be at the forefront of change and believe that the best way to lead is to learn from our successes and mistakes and continue to grow. We are forward-looking and break new ground in addressing important community and societal needs.

OPENNESS. We encourage the open exchange of information and ideas from all quarters of the community. We believe that through collaboration and participation, each of us has an important role in determining the direction and well-being of our community.

JUSTICE. As a just community, we unite against all forms of injustice, including, but not limited to, racism. We reject bigotry, oppression, degradation, and harassment, and we challenge injustice toward any member of our community.

RESPONSIBILITY. We are personally and collectively responsible for our words and deeds. We stand together to uphold our common ground.

<http://www.uvm.edu/~president/?Page=miscellaneous/commonground.html>

COURSE OUTLINE

Please note this outline is subject to change at the Instructor's discretion. Any changes will be posted on the course Blackboard site. It is the student's responsibility to be aware of any changes.

Meeting	Topic/Activity	Reading
T: Aug 29	Welcome/Course Overview	
H: Aug 31	Perspectives on Innovation	
T: Sep 5	Types of Innovation	
H: Sep 7	New Product Development Process	
T: Sep 12	NPD, cont.	
H: Sep 14	Crafting your Problem Statement	
T: Sep 19	Discussion Session #1	How We Got to Now
H: Sep 21	Discussion Session #2	
T: Sep 26	Discussion Session #3	The Art of Innovation
H: Sep 28	Discussion Session #4	
T: Oct 3	Discussion Session #5	
H: Oct 5	Ideation Workshop	
T: Oct 10	Ideation Workshop	
H: Oct 12	Discussion Session #6	Geography of Genius
T: Oct 17	Discussion Session #7	
H: Oct 19	Discussion Session #8	Brick by Brick
T: Oct 24	Discussion Session #9	
H: Oct 26	Ideation Activities	
T: Oct 31	Concept Pitch Presentations	
H: Nov 1	Concept Pitch Presentations	
T: Nov 7	Discussion Session #10	Logo, Design, Love
H: Nov 9	Concept Dissemination: Strategy	
T: Nov 14	Concept Dissemination: Communications	
H: Nov 16	Concept Dissemination: Media	
T: Nov 21	No Class: Thanksgiving Break	
H: Nov 23	No Class: Thanksgiving Break	
T: Nov 28	Final Project Meetings	
H: Nov 30	Final Project Meetings	
T: Dec 5	Portfolio Poster Session I	
H: Dec 7	Portfolio Poster Session II	
H: Dec 14	Course Journals are due during the Final Exam Period	10:30am to 1:15pm