



TEXAS A&M UNIVERSITY
SAN ANTONIO

MGMT 4372:600 Creativity and Innovation, Fall 2025,
Department of Management and Marketing, College of Business

Course Syllabus

Class Meeting Time and Place:	Online Asynchronous
Class Duration:	Spring 2025
Instructor:	Dr. Robert Thompson Tel: 512.677.2503 E-Mail: robert.thompson@tamusa.edu Student emails will receive a reply within two business days.
Course Website:	https://tamusa.blackboard.com/
Office Hours:	By appointment only.

Catalog Course Description

The course will focus on the importance of creativity and innovation in business organizations. Topics include methods to generate creative ideas, applying innovation process models to turn ideas into commercially viable products/services and innovation at the industry level. Course objectives are met through classroom discussion and applied exercises.

Prerequisite(s) MGMT 3311 or MGMT 3370, Completion of the College of Business prerequisites or departmental approval. TSI Restriction(s): Reading, Math, and Writing.

Course Objectives: Students will learn about the application of creative thinking to develop innovative ideas, which can be implemented in a business setting.

Student Learner Outcomes:

Upon completion of the course, students should be able to:

1. Demonstrate an understanding of the definition and role of creativity.
2. Demonstrate an ability to use tools to generate innovative ideas.
3. Demonstrate an understanding of developing innovative ideas in a business setting.
4. Demonstrate an understanding of initial steps to implement innovative ideas in a business setting.

AACSB Assessment:

The College of Business received AACSB accreditation in Spring 2023. As part of that ongoing process, students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery and retention of the above course outcomes.

Required Materials:

♣ **Textbook:** Harvard Business Coursepack <https://hbsp.harvard.edu/import/1327610>

♣ **Blackboard:** Connect to <http://tamura.blackboard.com>. Course materials (Power Point slides, assignments, exam reviews and exams, supplemental material) are posted on BB under the Course Content tab. All class communications will be through Blackboard Messages and Announcements; students should monitor these sources on a regular basis for updates and responses.

♣ **Software:** You will be required to use Microsoft to complete various assignments. These products are available in the computer labs on campus. You will also be able to download the installation software from the Microsoft software center. You will receive your login name and password at your Jaguar email address.

♣ **Computer Hardware:** You will need a computer with an internet connection, a microphone and speakers/headphones.

Course Guidelines/Policies for Success:

1. Attendance and time commitment: This is an 16-week, 3 credit hour synchronous course which meets weekly as scheduled online for 1 1/4 hours and for 1 1/4 hours asynchronously to view posted learning content (e.g. review PP slides, view posted videos, simulations, cases, read assigned publications in addition to the text). The course also requires time commitment to prepare for class, complete assignments and study for exams. All class sessions will be delivered online via the Blackboard Tools link for Classroom Collaborate Ultra. Students are expected to attend all class sessions and are responsible for completing all assignments/exams in a timely manner.

2. Communication: Students should check the Course Content, Announcements, in Blackboard on a regular basis. Students are encouraged to communicate with the instructor, as needed through the email system. Instructor does not use Blackboard Messaging

3. Absences: Students are expected to attend all online class sessions.

4. Assignment Submission/Exams: Late assignments are not accepted.

6. Ground Rules: Students should employ the following ground rules as a means to be actively involved in the learning process:

Be prepared for class; arrive on time

Enter the Blackboard collaborate class session with camera on and audio off Participate in class

discussions
Ask questions
Listen to what others have to say
Agree to disagree
Stay with the topic
One person to speak at a time
Enjoy and learn!

Teaching Techniques:

1. Brief lectures
2. Facilitation of discussions of material presented in class.
3. Written assignments; readings/videos, experiential exercises, brief reports
4. Simulations

Grading Summary

Discussion Questions/Assignment (13 @ 15pts each)	195 pts
Case Assignments (4@50pts each)	200 pts
Final Course Paper (1@ 200 pts)	200 pts
Simulations (3@50pts)	150 pts
Total	745 pts

The final letter grades will be assigned as follows: Above 90% $\Rightarrow$ A; 80 – 89% $\Rightarrow$ B; 70 – 79% $\Rightarrow$ C; 60 – 69% $\Rightarrow$ D; Below 60% $\Rightarrow$ F.

Note: Late Assignments are not accepted.

Spring 2025 MGMT 4372 Class Schedule

The provisions and information set forth in the schedule below are intended to be informational and not contractual in nature. The instructor reserves the right to amend, alter, change, delete or modify the provisions of the schedule.

<i>Dates</i>	<i>Chapter and Topic</i>	<i>Activities</i>
W1: 8/25	Introduction Creative Thoughts and Innovation	DQ1
W2: 9/1	Creativity	DQ2
W3: 9/8	Creativity	DQ3 & Case #1
W4: 9/15	Design Thinking	DQ4 Simulation #1
W5: 9/22	Entrepreneurial Mindset	DQ5
W6: 9/29	Process and Innovation	DQ6 & Case #2
W7: 10/6	Innovation Planning	DQ7
W8: 10/13	Spring Break	
W9: 10.20	Business Models	DQ8 & Simulation #2
W10: 10/27	Testing New Ideas	DQ9 & Case #3
W11: 11//3	Customers	DQ10
W12: 11/10	Revenue Models	DQ 11 & Simulation #3
W13: 11/17	Accepting Failure	DQ12 & Case #4
W14: 11/24	Innovation Leadership	No Assignment Thanksgiving
W15: 12/1	Summary	DQ13
	Final Exam/Paper	Final Paper

Important Policies and Resources

No Use of Generative AI Permitted

MKTG 4361 assumes that all work submitted by students will be generated by the students themselves, working individually or in groups. Students should not have another person/entity do the writing of any portion of an assignment for them, which includes hiring a person or a company to write assignments and/or using artificial intelligence (AI) tools like ChatGPT. Use of any AI-generated content in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

Academic Accommodations for Persons with Disabilities:

Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, please contact Disability Support Services in the Central Academic Building, Suite 210, or at (210) 784-1335 or visit <https://www.tamusa.edu/index.html> or email us at dss@tamusa.edu. Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services and their instructors as soon as possible.

Academic Learning Center:

The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the Tools section of Blackboard. You can contact the Academic Learning Center by emailing tutoring@tamusa.edu, calling (210) 784-1307, or visiting the Central Academic Building, room 202.

Counseling/Mental Health Resources:

As a college student, there may be times when personal stressors interfere with your academic performance and/or negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment call 210-784-1331 or visit Modular C, Room 166 (Rear entrance). All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2'). For more information and self-help resources, please visit www.tamusa.edu/studentcounseling

Emergency Preparedness: JagE

Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>. More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-operations-plan.pdf> and <https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-action-plan.pdf> Download the SafeZone App for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900

Financial Aid and Verification of Attendance:

According to the following federal regulation, 34 CFR668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving federal financial aid who does not attend the first week of class will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

Writing, Language, and Digital Composing Center:

The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations,

or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on “Writing, Language, and Digital Composing Center” to make your appointment. The Center offers face-to-face, synchronous Online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://bit.ly/WLDCCenter>.

Meeting Basic Needs:

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Dean of Students (DOS@tamusa.edu) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to provide any resources they may possess. Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to communicate, in advance if possible, and special circumstances (e.g., upcoming deployment, drill requirements, disability accommodations). You are also encouraged to visit the Patriots’ Casa in-person room 202, or to contact the Office of Military Affairs with any questions at military.va@tamusa.edu or (210)784-1397.

Religious Observances:

Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

The Six-Drop Rule:

Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student’s GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as “F” grades and will impact the student’s GPA.

Statement of Harassment and Discrimination:

Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equality of opportunity and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, gender expression, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units. Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or

dating violence, or stalking, know that help and support are available. A&M San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator (titleix@tamusa.edu, 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide reasonable accommodations to pregnant students that would be provided to a student with a temporary medical condition and that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status (titleix@tamusa.edu; 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources. **Students' Rights and Responsibilities:** The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

Students' Rights

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.

4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

Students' Responsibilities

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, Student Code of Conduct, on our website, University Catalog and to comply with them, as well as federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide an environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notification.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated. Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the Student Code of Conduct.

No Use of Generative AI Permitted

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Important Dates:

January 16 First day of class

March 11-17 Spring Break – No classes

March 29 Study Day – No classes

April 13 Last day to drop with an automatic “W”

April 20 Last day to drop a course or withdraw from the University

April 29 Last day of classes

April 30 Study Day – No classes

May 1-7 Final exams

The complete academic calendar is available online: <https://www.tamusa.edu/academics/academic-calendar/index.html>