
Disney Creativity and Innovation Course

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Disney Creativity And Innovation Course (44 contact hours)

Credit Recommendation: In the upper division baccalaureate degree category, three semester hours in hospitality management, hospitality innovation, or business management. (3/14)

The Disney Creativity and Innovation Course combines theory and experiential assignments to introduce students to the main concepts of creativity and innovation. It will explore their crucial importance to individuals, organizations, and the entrepreneurial process. Students will learn various tools to promote creativity within themselves and others, processes to increase innovation, how to contribute to a creative team, how to manage creativity, and how to establish a culture of creativity within an organization. As a result, students should have greater understanding of and appreciation for the creative/innovative processes and be better able to harness and direct those forces for themselves and others. This course prepares students to contribute in a unique and productive way to today's entrepreneurial and organizational demands.

Learning Objectives

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

- Differentiate between the creative person, process, product, and environment.
- Implement the key aspects of the innovative process.
- Generate new concepts using "intersectional" thinking
- 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.
- Apply four primary tools for encouraging individual and group creativity.
- Distinguish major barriers to managing creativity and innovation.
- List primary management techniques to facilitate creativity and innovation.
- Specify ways an organization can encourage and discourage a culture of creativity and innovation.
- Explain the primary dimensions of the 7 Levels of Change.

Course Requirements

Attendance:

Attendance is required for all of the Disney College Program Creativity and Innovation: Gaining the Edge Course classes. This is an interactive course that requires each student's full involvement. All students will be allowed two absences (student does not need to call instructor). On the third absence the student will automatically be dropped from the course. Any absences will affect the student's final grade and students will be accountable for all material and assignments covered in that class.

Required Textbook and Materials:

Textbook (to be purchased prior to class)

Smith, Rolf (2007). *The Seven Levels of Change*. Reading, Pennsylvania: Tapestry Press.

Materials (covered by course fee)

Team Dimensions Profile v. 3.0.1 (1995). Minneapolis, Minnesota: Inscape Publishing.

Grading Policy:

Weekly Assignments	25%
Creativity and Innovation Journal.....	20%
Exam	15%
Group Presentation	15%
Attendance	10%
Class Participation.....	15%

The Disney Creativity and Innovation Course is a pass/fail course. In order to earn a passing grade, you must receive an overall score of 70% or better.

Class Meeting	Enabling Objectives	Assignments to be Completed Prior to Class
Week 1: Nature of Creativity: Person, Process, Product and Environment (4 hours)	<ul style="list-style-type: none"> Identify primary components of creativity models Recognize characteristics of creative individuals Explain the key elements of the creative thought process Differentiate between creative and logical thought Illustrate methods for increasing creative flow Recognize obstacles to creativity and add a plan to counter those which influence the participants Distinguish ways that the 7 Levels of Change relate to creativity and innovation 	<ul style="list-style-type: none"> None
Week 2: Nature of Innovation: Making the Idea a Reality (4 hours)	<ul style="list-style-type: none"> Differentiate the key elements of Level 1 and 2 thinking: Effective and Efficient. Differentiate between creativity and innovation. Examine thought processes that help businesses innovate. Differentiate truths from myths about innovation. Discuss the benefits of ambidextrous innovation and cross-pollination of ideas. Differentiate examples of exploratory and concentrated thinking. Identify key components of innovation. Classify innovations by innovation type. Apply the innovation process to social, environmental, and political issues. 	<ul style="list-style-type: none"> Read Ch. 1-2 in 7 Levels of Change, Effectiveness and Efficiency. Create journal entries (continuous).

Class Meeting	Enabling Objectives	Assignments to be Completed Prior to Class
<p>Week 3: Need for Creativity and Innovation in Organizations (4 hours)</p>	<ul style="list-style-type: none"> Recognize the importance and impact of creativity and innovation in organizations Develop original games and apply key factors of successful innovation. Describe models of creative problem solving. Apply divergent and convergent thinking to identify innovative opportunities in current world trends. 	<ul style="list-style-type: none"> Interview assignment: Interviewing the Creative/Innovative Individual—write a one page imaginary “interview” and be prepared to give a one-minute summary highlighting your discoveries to the class. (typed document plus creative response) Read Ch. 3 in text, Improving. Journal entries (continuous)
<p>Week 4: Assessing Your Personal Creativity and Ability to Innovate (4 hours)</p>	<ul style="list-style-type: none"> Describe the primary elements of Level 4 change. List the strengths and limitations of the primary methods of assessing creativity. Assess areas of creative strength and areas for growth. Identify methods for increasing risk-taking behavior. Describe methods for dealing with failure. Identify and compare the benefits of intrinsic and extrinsic motivation. 	<ul style="list-style-type: none"> Read Ch. 4-5 in text, Transitioning to Level 4 and Level 4-Cutting. Journal entries (continuous)
<p>Week 5: Enhancing Your Creative and Innovative Abilities (4 hours)</p>	<ul style="list-style-type: none"> Identify key elements of Level 5 thinking: Copying. Recognize how emotions influence creative flow. Explain and use a variety of creative thought enhancing tools. Demonstrate application of creative thought enhancing tools to current world problems. Appraise the benefits of building a personal creative arsenal. 	<ul style="list-style-type: none"> Read Ch. 6 in text, Level 5-Copying. Create a personal kaleidoscope for your successes to this point in your life. Journal entries (continuous)
<p>Week 6: Entrepreneurial Tools for Creativity and Innovation— Exploring the Intersection (4 hours)</p>	<ul style="list-style-type: none"> Identify key elements of Level 6 thinking: Different. Discover how the “intersection” is an opportunity for innovation. Differentiate directional and intersectional ideas. Identify and discuss methods to overcome barriers to innovation. Combine multiple concepts using Johansson’s methods from The Medici Effect. Use diagnostic tests to prioritize the development of multiple innovations. Point out the benefits of acknowledging and overcoming personal and organizational fears and failures. 	<ul style="list-style-type: none"> Create a mind map that captures your working style and approach to something you are currently dealing with. Read Ch. 7-8 in text - Transitioning to Level 6 and Level 6-Different... Journal entries (continuous)
<p>Week 7: Developing and Contributing to a Creative-Innovation Team (4 hours)</p>	<ul style="list-style-type: none"> Identify primary concepts of Level 7 change. Define the five primary roles people play on innovative teams. Examine your primary personal approach to thinking and behaving on a creative team. Recognize the difference between sheer conflict and creative abrasion. Report on benefits and challenges in maintaining creative teams. 	<ul style="list-style-type: none"> Failure resume: Continue to add to your failure resume. Below each failure, describe what you learned from the associated mistakes. (handwritten) Read Ch.9 in text – Level 7-Impossible. Journal entries (continuous) Prepare for exam.

Class Meeting	Enabling Objectives	Assignments to be Completed Prior to Class
<p>Week 8: Observation Lab (4 hours)</p> <p>NO CLASS MEETING THIS WEEK. THIS WEEK'S CLASS (YOUR OBSERVATION LAB) IS COMPLETED AT THE FLORIDA MALL</p>	<ul style="list-style-type: none"> • List applications of creativity and innovation witnessed in various stores. • Identify areas of additional opportunity in each of the stores. • Compare and contrast approaches, displays, merchandise, and service between the stores. • Rank the stores from most to least creative/innovative overall. • Create a new merchandise location by combining elements of two stores. 	<ul style="list-style-type: none"> • Complete the Observation Lab - One per team. • Journal entries (continuous) • Prepare brief report out on Observation Lab and new retail concept.
<p>Week 9: Managing for Creativity and Innovation (4 hours)</p>	<ul style="list-style-type: none"> • Identify personality functions and attitudes that impact a person's level of resistance or acceptance of change. • Discuss the primary ways a leader discourages and inhibits creativity and innovation. • Assess the impact of time and pressure on a person's ability to be creative and innovative. • Explain the primary ways a leader encourages creativity and innovation. • Describe methods for sustaining motivation. • Generate new concepts by participating in an Imagineering Design Activity • 	<ul style="list-style-type: none"> • Read Text Ch. 11, Getting Ready for Change-Individuals. • Journal entries (continuous) • Prepare for final presentation. • Turn in completed journal.
<p>Week 10: Evolving a Culture of Creativity and Innovation in Organizations (4 hours)</p>	<ul style="list-style-type: none"> • Describe the key components of a creative organizational culture. • Differentiate and evaluate the Company's performance in each of the aspects of the organizational structure (hiring/recruitment, recognition/incentives, managerial/decision making and internal communication), in supporting the creative and innovative culture. • Examine the unique challenges of sustaining creativity and innovation in an established organization. 	<ul style="list-style-type: none"> • Prepare for the final presentation. • List 6– 12 of your own experiences regarding structural obstacles to innovation and/or creativity in organizations you've been involved with. (optional)(typed)
<p>Week 11: Group Presentations (4 hours)</p>	<ul style="list-style-type: none"> • Demonstrate creativity and innovation lessons from the course. 	<ul style="list-style-type: none"> • Deliver group presentation including visual support and handouts.