



蘇州大學  
Soochow University

# **BUS 245 Creativity, Innovation and Entrepreneurship**

## **Fall 2023**

**Course Credits:** 4

**Contact Hours:** 56 hours

**Instructor:** Farhan Aslam

**Email:** Farhan.A0807@outlook.com

### **COURSE OBJECTIVES**

---

This course explores the interconnected concepts of creativity, innovation, and entrepreneurship, and their vital roles in today's dynamic business landscape. Students will delve into theoretical frameworks, practical tools, and real-world case studies to develop a deep understanding of how these elements drive value creation and sustainable business growth. Through a combination of lectures, discussions, group activities, and projects, students will cultivate their creative thinking abilities, learn to foster innovation, and gain insights into the entrepreneurial mindset.

Upon Completion of this Course, students will be able to:

1. Master the foundations and importance of ideation and creative thinking utilized in business models, communications, strategy, problem solving, and marketing in business ventures;
2. Learn the constructs and models of innovation, and how they are applied both in entrepreneurship as well as intrapreneurship environments;
3. Demonstrate a critical appreciation and understanding of entrepreneurship, entrepreneurs, the entrepreneurial mindset and the entrepreneurial process;
4. Communicate ideas effectively in writing and orally.

### **PREREQUISITES**

---

None

### **GRADING**

---



Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
3 Assignments	30 Points
Group Project	15 Points
Final Project and Presentation	20 Points
Midterm Exam	15 Points
Final Exam	20 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$ .

We reserve the right to make adjustments to the overall grading policy.

## COURSE MATERIALS

### **Required Texts:**

*Technology Ventures: From Idea to Enterprise*. Byers, Dorf, and Nelson. 4th Edition. McGraw Hill Education.

### **Recommended (Optional) Texts or Other Materials:**

There will be specific readings based on class activity.

## COURSE TOPICS

MODULE	TASKS
Module 1	<b>Topics:</b> Topic 1: Defining Enterprise, Entrepreneurship and Innovation Topic 2: Entrepreneurship in the Economy Topic 3: Different Perspectives in Understanding Entrepreneurship Topic 4: Creative Personality and Motivation <b>Assessments:</b> Case Study Assignment #1
Module 2	<b>Topics:</b> Topic 5: Entrepreneurial Mindset , Motivations and Behaviours



	<p>Topic 6: Opportunity Analysis and Decision Making Topic 7: Approaches to Studying Entrepreneurs Topic 8: Developing Entrepreneurial Skills <b>Assessments:</b> Case Study Assignment #2</p>
Module 3	<p><b>Topics:</b> Topic 9: Creativity and Innovation in Entrepreneurship Topic 10: Sources of Opportunity and Innovation Topic 11: Developing Ideas into Business Opportunities Topic 12: Industry and Competitor Analysis <b>Assessments:</b> Group Project Midterm Exam</p>
Module 4	<p><b>Topics:</b> Topic 13: Customer Discovery Topic 14: Prospect Theory and Developing Value Propositions Topic 15: Elements of Business Models Topic 16: Design Innovative Business Models <b>Assessments:</b> Case Study Assignment #3</p>
Module 5	<p><b>Topics:</b> Topic 17: Resources in the Entrepreneurial Venture Topic 18: Develop a Team and Networks to Implement the Opportunity Topic 19: Purpose and Key Components of a Business Plan Topic 20: Evaluate and Present a Business Plan <b>Assessments:</b> Final Project and Presentation Final Exam</p>

## ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.



2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

### **LEARNING REQUIREMENTS**

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

### **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

### **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

### **DISABILITY ACCOMMODATION**



蘇州大學  
Soochow University

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.