

# Entrepreneurial Creativity Psych233/ALA233

(this is a reconstruction of the current syllabus, which exists on Canvas in a dynamic format)

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GSI:

**\*\*\* Welcome to Entrepreneurial Creativity. This class is designed to meet several goals:**

- 1) Introduce students to basic psychological theories and constructs underlying the concept of creativity (including assessing and evaluating personal skills and attributes related to creativity). Establish a working definition of creativity and review relevant research of common characteristics of (big C) “Creatives”.
- 2) Familiarize students with aspects of creativity and creative thinking in collaborative settings. Where applicable, students will complete psychometric assessments to learn about their own characteristics (e.g. personality, IQ, grit, etc).
- 3) Encourage the development of team skills and collaboration on creative tasks. Expose students to the tenets and practice of leadership in creative environments, with the intent to develop and refine student skills for leading and being led in creative collaborations.

These goals will be met in three phases of the course, with specific objectives as outlined below:

**PHASE ONE** – Creativity from the perspective of an individual. Upon completion of this phase the successful learner will be able to:

- Provide their own robust working definition of creativity, (as distinct from intelligence, innovation, entrepreneurship, and imagination), to include levels from mini-C to Big-C.
- Discuss individual characteristics and constructs related to individual creativity, to include: expertise, grit, “Big 5” personality factors, IQ, EQ, and divergent thinking. Have a grasp of THEIR OWN scores or abilities in these areas where applicable.
- Discuss “best practices” for fostering creativity at the personal / individual level.

**PHASE TWO** – Creativity from the perspective of teams and group work. Upon completion of this phase the successful learner will be able to:

- Identify key characteristics of high performance teams. Reflect on a team they are a member of and identify strengths and weaknesses related to their collective creative performance.
- Discuss constructs and characteristics related to effective work on creative teams to include: Emotional Intelligence, Meyers-Briggs Type Indicator, StrengthsFinder. Have an awareness of THEIR OWN scores or abilities in these areas and apply that knowledge to their team participation.
- Work productively as a creative member of a team engaged in a creative (and possibly entrepreneurial) activity.
- Discuss the “best practices” for fostering creativity on teams and group work.

**PHASE THREE** – Leadership of creative teams. Upon completion of this phase the successful learner will be able to:

- Discuss the central tenets of good leadership, to include traits or skills uniquely important in the leadership of creative teams.
- Reflect on their participation on a creative team engaged in a creative (and possibly entrepreneurial) activity, to include constructively criticizing their own and other’s leadership and followership.

## REQUIRED READING/MATERIALS

- 1) Readings as provided. (PDF format)

## 2) iClicker device

**HOW YOU WILL BE GRADED:**

**Reaction Papers** – Do any TWO of THREE dates provided. Paper prompts will be handed out, and the paper is due one week later, by 6pm. (grace period until midnight, but may result in point deduction) If you do papers 1 & 2, and are unhappy with a grade on one of them, you may do a 3<sup>rd</sup> and we will throw out the lowest scoring paper. Paper rubric and prompts will be provided. Papers are to be not less than 1200 and not more than 1500 words. 15 pts per paper for total of 30. Submit papers to the Canvas “Assignments” tab, under the relevant assignment name. Any requests for regrades will trigger a Dr. Fretz review of the paper in question. This may result in points being added OR taken away; it will be a complete re-grade.

**Participation** – Assessed by iClicker questions during lecture, Canvas Quizzes, and attendance at Friday section/group time. First question usually comes in the first 5 minutes of class.. Participation point totals will be provided at the end of each month, and can be modified/excused for 7 days, then they are permanent (no further grubbing). Students unhappy with their participation scores can see me for small to medium-sized extra projects they can take on to boost their participation scores. Special class tasks, like being the “scribe” will also boost participation score. 30 pts total.

**Group “Creative” Project** – in a group of 3-4 (2 or 5 with special exception), come up with and implement (as far as possible) a creative idea. This specifically DOES NOT have to be a business idea or a startup (but it can be). At least once (and often twice) each week there will be 15-30 minutes provided during lecture for you to meet in groups. You will formally meet with me at least once (or more) and provide documents to me as the term progresses. You will earn points at each checkpoint as well as for your final presentation, project documents, and group evaluation documents. Every person in every group will rate every person in their group, to provide for group accountability. Groups wishing to get exposure may sign up to present on our “high vis” day, where I will bring in outside entities to see what we are up to. 40 pts total.

**Course Summary:**

Date	Details	Due Date
Wed Jan 4, 2017	QUIZ 1	due by 12:59pm
	LEC 1 - INTRO [04 JAN]	due by 11:59pm
Mon Jan 9, 2017	QUIZ 2	due by 12:59pm
	LEC 2 - Define Creativity / Group Formation [09 JAN]	due by 11:59pm
Wed Jan 11, 2017	QUIZ 3	due by 12:59pm
	LEC 3 - Personality and the Big Five [11 JAN]	due by 11:59pm
Wed Jan 18, 2017	QUIZ 4	due by 12:59pm
	LEC 4 - The UM ENTR Space [18 JAN]	due by 11:59pm
Mon Jan 23, 2017	QUIZ 5	due by 12:59pm
	LEC 5 - Expertise [23 JAN]	due by 11:59pm
Wed Jan 25, 2017	QUIZ 6	due by 12:59pm
	LEC 6 - Divergent Thinking [25 JAN]	due by 11:59pm
Sat Jan 28, 2017	Phase 1	due by 11:59pm
Mon Jan 30, 2017	QUIZ 7	due by 12:59pm
	LEC 7 - Creativity [30 JAN]	due by 11:59pm
Wed Jan 11, 2017	QUIZ 8	due by 12:59pm
	LEC 8 - GRIT [06 FEB]	due by 11:59pm
Mon Feb 6, 2017	QUIZ 9	due by 12:59pm
	LEC 9 - GRIT [06 FEB]	due by 11:59pm
Wed Feb 8, 2017	LEC 10 - EQ [08 FEB]	due by 11:59pm
	QUIZ 10	due by 12:59pm
	LEC 11 - Summary [13 FEB]	due by 11:59pm
Mon Feb 13, 2017	QUIZ 11	due by 12:59pm
	QUIZ 12	due by 12:59pm
	QUIZ 13	due by 12:59pm
Wed Feb 15, 2017	LEC 13 - MBTI [15 FEB]	due by 11:59pm
	Paper 1	due by 6pm
Sun Feb 19, 2017	Phase 2	due by 6pm
Mon Feb 20, 2017	QUIZ 14	due by 12:59pm
	LEC 14 - StrengthsFinder [20 FEB]	due by 11:59pm
Wed Feb 22, 2017	LEC 12 - Guest &(or) Mini-show [22 FEB]	due by 11:59pm
Mon Mar 6, 2017	LEC 16 - GUEST [06 MAR]	due by 12:59pm
Mon Mar 13, 2017	LEC 15 - Team Dynamics [MAR 13]	due by 11:59pm

Mon Mar 6, 2017	<a href="#">LEC 16 - GUEST [06 MAR]</a>	due by 12:59pm
Mon Mar 13, 2017	<a href="#">LEC 15 - Team Dynamics [MAR 13]</a>	due by 11:59pm
Wed Mar 15, 2017	<a href="#">LEC 17 - Collaboration vs Creativity [15 MAR]</a>	due by 12:59pm
	<a href="#">QUIZ 15</a>	due by 12:59pm
Mon Mar 20, 2017	<a href="#">Paper 2</a>	due by 6pm
	<a href="#">LEC 18 - LEADERSHIP - Construct &amp; Theory [20 MAR]</a>	due by 11:59pm
Wed Mar 22, 2017	<a href="#">LEC 19 - LEADERSHIP, The Next Level [22 MAR]</a>	due by 11:59pm
	<a href="#">SESSION 21 - Group Presentations</a>	due by 11:59pm
	<a href="#">QUIZ 16</a>	due by 12:59pm
Mon Mar 27, 2017	<a href="#">Phase 3</a>	due by 6pm
	<a href="#">LEC 20 - LEADERSHIP, FretzStyle [MAR 27]</a>	due by 11:59pm
Wed Apr 5, 2017	<a href="#">Paper 3</a>	due by 6pm
Mon Apr 17, 2017	<a href="#">5x5</a>	due by 11:59pm
	<a href="#">Phase 4</a>	due by 11:59pm

## WEEK BY WEEK WITH READINGS/QUIZZES/ACTIVITIES

### LEC 2 - Define Creativity / Group Formation [19 JAN]

Unpublished

Edit



**LECTURE IN A NUTSHELL:** Looking at Creativity as a construct, how it has been studied, and what sub-components we will be considering this term. Also clarification on procedures for forming groups and our SpeedDating slide deck.

**DO READINGS - NONE**

**TAKE** [QUIZ 2](#)

**NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.**

# LEC 3 - Personality and the Big Five

[11 JAN]

 Published

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LECTURE IN A NUTSHELL: How is Personality studied? What is the Big Five model and how does it relate to creativity?

DO READINGS - [5factor-theory.pdf](#)  

DO TEST - [big five assessment info.pdf](#)  

TAKE QUIZ - [QUIZ THREE](#)

NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.

# Tentative

“An Introduction to the Five-Factor Model and its Applications” McCle, J. & John, O. National Institute on Aging. Public Domain 1991.

## LEC 4 - The UM ENTR Space

[18 JAN]

 Published

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A survey of the vast Entrepreneurship space at UM. Review of various contests and funding sources to participate in and seek out.

REVIEW INNOVATE BLUE [website](#) 

List of ENTR [movies](#)  (FYI not testable): <https://www.freeenterprise.com/movies-entrepreneurs-should-watch>

DO READING - [NO EXIT](#)   (under Course Files / Resources / Readings)

TAKE QUIZ - [QUIZ FOUR](#)

NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.

“No Exit” WIRED Magazine April 2014 Gideon Lewis-Krauss

## LEC 5 - Expertise [23 JAN]

Published

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LECTURE IN A NUTSHELL: What is Expertise, what does it look like, how do you get it, and what does it have to do with Creativity?

DO READINGS - "[Prior Knowledge](#)" (and) [Practice \(Doesn't\) Make Perfect.pdf](#)

(under Course Files / Resources / Readings)

TAKE QUIZ - [QUIZ FIVE](#)

NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.

“Prior Knowledge and the Discovery of Entrepreneurial Opportunities” Scott Shane, Organization Science V11#4 Aug 2000 pp448-469

“Perfect Practice (Doesn’t) Make Perfect” Konnikova, Maria Sep 2016 New Yorker

## LEC 6- Divergent Thinking [25 JAN]

# Tentative

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LECTURE IN A NUTSHELL: What is Divergent thinking? How is it studied? Is it the same as Creativity? How do Divergent and Convergent thinking bear on being creative?

DO READING - [johnson \(abridged\) - where good ideas come from.pdf](#)

I chopped up the Johnson reading because you whined so much, BUT for those who want the full knowledge enchilada - You can also find the complete reading in our file section. Here also is a

[video](#)



that excerpts that reading:

<https://www.youtube.com/watch?v=NugRZGDbPFU>

TAKE QUIZ - [QUIZ SIX](#)

NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.

“Where Good Ideas Come From: The Natural History of Innovation” Steven Johnson 2010 Riverhead Books, New York NY.



## LEC 7 - Creativity [30 JAN]

Published

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LECTURE IN A NUTSHELL: What is the nature of Creativity? Is there a standard process? A set of steps or stages? What can we know about how it plays out in history and what are some ways we can encourage it.

DO READING - [Csikszentmihalyi Ch 2](#)

TAKE QUIZ - [QUIZ SEVEN](#)

NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.

“Creativity: Flow and the Psychology of Discovery and Invention” Chapter 2. Mihaly Csikszentmihalyi Harper Collins New York, NY 2013

LEC 8 - IQ [01  
FEB]

Tentative

Published

Edit



LECTURE IN A NUTSHELL: What is intelligence? What is IQ? How closely are IQ and Creativity related? How much IQ is enough for creativity?

READING - [IQ Testing \(Braaten\).pdf](#)

DO TEST - Take one or both of the following tests.

<http://www.freeiqtest.info/>

20 Questions, timed overall- no per question limit, asks for no info, does not show answers.

<http://www.free-iqtest.net/>

25 questions, asks for gender and birthday, timed overall - no per question limit. WILL show answers.

TAKE QUIZ - [QUIZ EIGHT](#)

NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.

Intelligence (IQ) testing. Braaten, Ellen B 2006-11 Pediatrics in review. Volume 27. Issue 11. Page 403.

## LEC 9 - GRIT [06 FEB]

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GRIT is a relatively newer construct. Is it different from just "hard work"? How does it relate to Creativity, and also to Entrepreneurship? If it is not part of Creativity, then what is it good for?

NOTE: TWO readings but one is short and fun and the other is a great well written scholarly article that is easy to engage.

**DO READINGS** - [grit jpsp\(1\).pdf](#)  

[50 yr old problem, solved..pdf](#)  

**DO TEST** - [EC GRIT TEST.pdf](#)  

**TAKE QUIZ** - [QUIZ NINE](#)

Interesting Optional [PodCas](#)  t: <http://freakonomics.com/podcast/grit/>

**NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.**

**Tentative**

"Grit: Perseverance and Passion for Long-term Goals" Duckworth, A. Peterson, C. Matthews, M. & Kelly, D. Journal of Personality and Social Psychology. 2007, vol. 92 #6 pp1017-1103.

"50 year old problem, solved" Eric Lipton, Quanta Magazine, November 24, 2015

## LEC 10 - EQ [08 FEB]

 Published

 Edit


**LECTURE IN A NUTSHELL:** What is Emotional Intelligence? What are some major theories of how it works? How does this apply to your work in teams? Can EQ be trained or improved?

**READING** - [Bradberry, T EQ \(Forbes\).pdf](#)  

**DO TEST** - [EC EQ TEST.docx](#)  


**TAKE QUIZ** - [QUIZ 10](#)

**NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.**

“Emotional Intelligence – EQ” Travis Bradberry FORBES Magazine January 2014

## LEC 11 - Summary [13 FEB]

 Published

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LECTURE IN A NUTSHELL: Review of what we've covered so far. What should we know?

DO READINGS - [18 things Creatives.pdf](#)  

[Creativity and Emotions.pdf](#)  

TAKE QUIZ - [QUIZ 11](#)


**NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.**

“18 Things Highly Creative People Do Differently” Carolyn Gregoire Huffington Post March 2016  
 How Emotions Change the Way Musicians’ Minds Work” Carolyn Gregoire Huffington Post March 2016

## LEC 12 - Guest &(or) Mini-show

[22 FEB]

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LECTURE IN A NUTSHELL: Possible guest lectures. Getting you all be invited to share out their progress to this point, and submit problems or issues for lecture-wide ideation session.

DO READINGS - None

TAKE QUIZ - None

**NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.**



## LEC 13 - MBTI [15 FEB]



Published



Edit



LECTURE IN A NUTSHELL: What is the history behind the Meyers-Briggs Type Indicator? How valid is it as an instrument? How popular? What can it tell us about our teammates and how can it facilitate better teamwork?

READING(S) - [Is Meyers-Briggs up to the job?.pdf](#)

[mbti.pdf](#)

DO TEST - [mbti info.pdf](#)

TAKE QUIZ - [QUIZ 13](#)

NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.

“Is Meyers-Briggs up to the job?” Mead, Alvin D. Financial Times, Jan 2016  
 “Measuring MBTI... and coming up short” David Pittenger, Journal of Career Planning and Placement, 1993.

# Tentative

## LEC 14 - StrengthsFinder [20 FEB]



Published



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LECTURE IN A NUTSHELL: What is the purpose of StrengthsFinder testing? What is talent? Can everyone be good at anything?

DO READING - [asimov creativity.pdf](#)

DO TEST - Special procedure to get code. This is an expensive test.

TAKE QUIZ - [QUIZ 14](#)

NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.

“How Do People Get New Ideas?” Isaac Asimov Personal Correspondence 1959

## LEC 15 - Team Dynamics [MAR 13]

 Published Edit

LECTURE IN A NUTSHELL: What is the nature of Teamwork? What is a high performance team? Why are teams a better way to get things done? What are some common risks or setbacks that teams can face?

DO READINGS - [Google - Perfect Team.pdf](#)  

DO QUIZ - NONE

NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.

“What Google Learned From Its Quest to Build the Perfect Team” Charles Duhigg NewYork Times February 2016

## LEC 16 - GUEST [06 MAR]

 Published Edit

LECTURE IN A NUTSHELL: This will be a guest lecture, if we can arrange it.

# Tentative

DO READINGS - None unless provided.

TAKE QUIZ - None.

NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.

## LEC 17 - Collaboration vs Creativity [15 MAR]

 Published Edit

LECTURE IN A NUTSHELL: What are the unique aspects of creativity in groups? How can you best encourage it? How do team dynamics issues interact around creative efforts by groups.

DO READINGS - None

TAKE QUIZ - None

**NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.**

## LEC 18 - LEADERSHIP Construct & Theory [20 MAR]

# Tentative

 Published Edit

LECTURE IN A NUTSHELL: What are the elements of good leadership? How is the leadership on your team, and what could make it better?

DO READINGS - [What-Makes-a-Leader..pdf](#)  

TAKE QUIZ -

**NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.**

‘What Makes a Leader’ Daniel Goleman Harvard Business Review Jan 2004

## LEC 19 - LEADERSHIP, The Next Level [22 MAR]

Published

Edit



LECTURE IN A NUTSHELL: More on Leadership, and the Leading of Creatives

DO READINGS - [Message to Garcia.pdf](#)

TAKE QUIZ - [QUIZ 15](#)

**NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.**

“A Message To Garcia” Eldert Hubbard Phillistine Magazine March 1899

## LEC 20 - LEADERSHIP, FretzStyle [MAR 27]

# Tentative

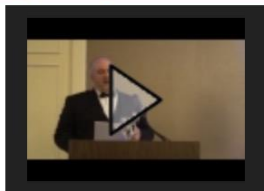
Published

Edit



LECTURE IN A NUTSHELL: An entertaining hour of "true stories from the trenches". Dr. Fretz's best and worst moments from forty years of leading everything from kids to warriors from Bursley to Baghdad.

DO READINGS - In lieu of reading, you may choose to view my [keynote speech to the Tri-Service Military Ball in 2016](#)



. It is about 30 minutes, but people seemed to enjoy it. It will give you a bit of insight to the military as well.

<https://www.youtube.com/watch?v=2DTRxs0g81w&t=347s>

TAKE QUIZ - [QUIZ 15](#)

**NO SUBMISSION REQUIRED FOR THIS PLACEHOLDER ASSIGNMENT.**