



MKTG 2340 / 7340

Idea Generation and the Systematic Approach to Creativity

Fall 2022

Professor Gideon Nave

Schedule: Monday and Wednesday (1:45 PM / 3:30 PM)

Location: JMHH #355

1. Course Team

Professor: Gideon Nave

Office hours: Friday afternoon via zoom (by appointment).

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<https://marketing.wharton.upenn.edu/profile/gnave/>

Teaching Assistant: Shannon Duncan smduncan@wharton.upenn.edu

Course Administrator: Karren B Ressler resslerk@wharton.upenn.edu

2. Overview and Objectives

The ability to solve problems creatively is a recognized standard of success—and plays an important role in gaining a competitive advantage in many areas of business management. The objectives of this course are to provide tools that systematically enhance the students' creativity and ability to collaborate with creative people.

The course includes:

- A review of the scientific literature on creativity, creative people, and design, as well as the leadership and management of creative people and innovation.
- Hands on learning of approaches for generating creative ideas. Students will have the opportunity of implementing the techniques studied during class workshops and in a group project.
- Applications of creativity to selected management domains.
- Integration - Both via individual assignments and a group project, where interdisciplinary teams of students generate a creative product/service/customer.

3. Lectures

- Lectures start two minutes after the “official” time
- Doors will be closed (no more entries) ten minutes after the “official” time
- Lectures’ length may vary (typically between 1 and 1:30 hours). If a lecture ends early, I will stay in class for informal discussion

- Some of the lectures are associated with recommended readings, which are available on Canvas, either via *course materials @ Penn Libraries* or *study.net*
- Slides will be made available only AFTER each lecture
- No use of electronic devices in class, unless specified otherwise
- One guest lecture (10/26) will be virtual (on zoom). Another (11/30) will only be given in the earlier session. Both lectures will be recorded and made available to view for those who cannot attend that session.

4. Grading Policy

- Attendance and participation 10%
- Individual Assignments 40%
- Group assignments 30%
- Final Project presentation: 20% (peer evaluation)
- No additional “grade-improvement” for-credit assignment will be offered

5. Attendance and participation (10%)

We monitor attendance using the [Wharton Attendance, Absence, and Video Requests \(link to module\)](#). We will begin monitoring attendance starting the third lecture (10/31/2022), and you can miss up to two lectures without a penalty.

To avoid being considered as “absent” from a given lecture, you can either:

- o Check-in during the lecture from the classroom, starting ten minutes before the class time. You can go to either of the two sessions in any teaching day. We recommend using the Canvas Student app to check-in. Checking in from outside the classroom is an ethical violation.
- o Watch the recorded video lecture within two days of the lecture.

6. Individual Assignments (40%)

There will be several individual assignments that include answering questions, and hands-on class exercises. The assignments will be available on Canvas and must be submitted individually.

Due On	Assignment	Grade %
Nov 14 11:59pm	Attribute Dependency	4 %
Nov 16 11:59pm	Multiplication	4 %
Nov 16 In class	DALL-E 2 image generation exercise * Individuals who cannot make it to class must submit my Nov 20, 11:59 PM	20 %

Nov 16	11:59pm	Division	4 %
Dec 5	11:59pm	Subtraction	4 %
Dec 5	11:59pm	Task Unification	4 %

7. Group Assignment (30%)

You will actively learn about the innovation process in a group project, where teams of 4 - 6 students work together on developing a new product/service.

Your homework assignments (35% of the course grade) involve the following deliverables, related to different intermediate products of the project:

Due On		Assignment	Grade %
Oct 31	11:59pm	Timely submission of group members on Canvas (if you are interested in being randomly assigned, please let us know by this date).	3 %
Nov 14	11:59pm	Submission of group name and product selection.	2 %
Nov 14	11:59pm	Breaking down product into internal and external components and attributes. *	5%
Nov 20	11:59pm	Applying the attribute Dependency template using the Omnivati interface. *	10 %
Dec 5	11:59pm	Applying two more template of the remaining four: multiplication, division, subtraction, task unification. *	10 %

* Grading these tasks will be based on accurate application of the techniques learned in class, rather than how creative the resulting products are.

8. Final Project Presentation (20%)

During the last week of the course, you will present your project in class (7 minute presentation). Your presentation grade will be based on peer evaluation of creativity, usefulness and presentation quality. Your presentation must include at least two graphic items created by DALL-E 2.

9. Course Schedule

Date	Topic
October 24	<p>Course introduction Syllabus and course outline. What is creativity? Creativity myths</p> <p>Professor Gideon Nave</p>

	<p><u>Recommended reading:</u> Lemont, A., “Shitty First Drafts”</p>
October 26	<p>Creativity in the Wild Guest lecture: Noam Schwartz (ActiveFence CEO) * This lecture will take place online, starting 1:45 pm. Zoom link: https://upenn.zoom.us/j/99896716706?pwd=c25hQ1lScEVSSjN2SmR5VVpYRXlscz09</p>
October 31	<p>Neuroscience of Creativity Professor John Kounios (Drexel University)</p> <p><u>Recommended reading:</u> Kounios, J., & Beeman, M. (2014). The cognitive neuroscience of insight. <i>Annual review of psychology</i>, 65(1), 71-93.</p>
November 2	<p>Systematic Innovative Thinking #1: Introduction Professor Rom Schrift (Kelley School of Business)</p> <p><u>Recommended reading:</u> Goldenberg, J., Mazursky, D., & Solomon, S. (1999). Creative sparks. <i>Science</i>, 285(5433), 1495-1496.</p>
November 7	<p>Systematic Innovative Thinking #2: Attribute Dependency Professor Rom Schrift (Kelley School of Business)</p> <p><u>Recommended reading:</u> Goldenberg, J. & Schrift R.Y.,(2017), <i>Creative Connections: How Companies Innovate by Crafting New Links Between Attributes</i></p>
November 9	<p>Psychology of creativity Professor Melanie Brucks (Columbia Business School)</p> <p><u>Recommended reading:</u> Brucks, M. S., & Levav, J. (2022). Virtual communication curbs creative idea generation. <i>Nature</i>, 605(7908), 108-112.</p> <p>Systematic Innovative Thinking #3: Multiplication, Division</p> <p><u>Recommended Reading:</u> Goldenberg, J. & Schrift R.Y.,(2018) <i>Go Forth and Multiply: Unlocking Successful Innovation</i></p>
November 14	<p>Enhancing Creativity with Artificial Intelligence #1 Natalie Summers, Open AI</p>

	Important: bring your laptops
November 16	<p>Enhancing Creativity with Artificial Intelligence #2 Natalie Summers, Open AI</p> <p>Important: bring your laptops</p>
	Thanksgiving break
November 28	<p>Managing creative people Guest mini-lecture by Pilar Castro-Kilz (More Canvass, CEO)</p> <p>Systematic Innovative Thinking #4: Subtraction, Task Unification</p> <p><u>Recommended reading:</u> Goldenberg, J. & Schrift R.Y.,(2016), <i>Less Is More: How Industry Giants Like Apple and Philips Really Innovate</i></p>
November 30	<p>Creativity and intelligence Dr. Scott Bary Kaufmann, Columbia University</p> <p>* This lecture will take place at the 1:45 session. Recording will be available on Canvas.</p>
December 5	Project Presentations #1
December 7	<p>Project Presentations #2 Course Wrap-up</p>