

# BUS386: Creative Strategies for Entrepreneurs (82728)

School of Business

Spring 2023

## Instructor Info

**Prof. Richard Bilodeau**

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**Zoom:** Email to schedule meeting

**Office:** Luther Bonney 214 (Portland)

**Office Hours:** Wednesdays and

Thursdays from 5:30 – 6:30 pm EST

and by appointment

## Course Meetings

Room: Luther Bonney 410

Thursdays from 2:00 – 4:30 pm

**Services &  
Policies that  
Support You**



[Academic Services & Policies](#)<sup>1</sup>

## School of Business Mission

We prepare lifelong, entrepreneurial thinkers fluent in business technologies.

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## 1. Course Information

### 1A. Course Description

This course explores strategies for innovation and creative problem-solving as well as frameworks for entrepreneurial planning/thinking and business modeling. Through experiential activities, readings, and business model analysis, students learn creative techniques employed by creative makers and thinkers from artists to scientists and entrepreneurs. Students apply what they have learned to generate and assess entrepreneurial ideas.

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<sup>1</sup> <https://mycampus.maine.edu/group/usm/common-syllabus>



As part of this course, we will engage in several creative modalities (e.g., breathwork, meditation, movement, art, music, play, etc.) designed to engage our creative minds.

This course has a career focus and is intended primarily for students considering entrepreneurship at some point in their careers. This includes starting, purchasing, or joining a growth-oriented business, as well as entrepreneurial management within the framework of a larger corporate setting.

## 1B. Course Prerequisites

BUS300 (Entrepreneurial Thinking with a grade of C or higher) and junior standing. Business Majors in the Fall 2020 or later catalog must complete the pre-business core before taking 300/400-level business courses.

## 1C. Course Materials & Books

### *Required*

- There is no required textbook for this course.
- For Brightspace tech requirements, see the [Academic Services & Policies page](#)<sup>2</sup>.

### *Supplemental*

- Additional articles will be provided in Brightspace.

## 1D. Course Format

We will meet one time per week on Thursdays from 2:00 – 4:30 pm in Luther Bonney 410. Class will be a mix of lecture, experiential learning, creative practice, business modeling, and discussion. Materials will be posted to Brightspace no later than noon on Monday the week that we are reviewing them in class. Much of what we do each week cannot be easily made up and as a result attendance is required. There are certain exceptions, like if you are sick, in which case I will ask you to stay home.

### ***A Note Regarding the Covid-19 Pandemic***

At the start of the semester, I will not be requiring masks in class. I will be monitoring the Covid situation each week of the semester. Should the mask policy change, you will be alerted by email and a class announcement will be made. Should masks be required, you must wear a

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<sup>2</sup> <https://mycampus.maine.edu/group/usm/common-syllabus#treq>



face mask that covers both your nose and mouth whenever we are meeting until a policy change is announced. I highly recommend the KN95. I thank you for your cooperation.

Should a situation arise that requires a change in course modality, I will post a message to Brightspace and notify you by email. I have prepared our course in such a way that we can pivot online if required.

### ***A Note Regarding the Classroom***

I may leave the windows in the classroom open when we meet to improve air circulation. If you think you will be cold, please be sure to dress in layers.

### ***A Note Regarding Allergies and Sensitivities***

We will engage in several experiential learning activities this semester that will offer you a chance to try a few food and beverage products. Please be sure to notify me if you have any allergies or sensitivities so that I can avoid products that contains allergens. It is your responsibility to make sure each product that we will try is “okay” for you to eat. If you have any doubts, please do not participate in the consumption of that product.

## **1E. Course Learning Outcomes**

Students who complete this course successfully will be able to:

- Engage in creative thinking;
- Apply creative thinking to business challenges and issues;
- Describe the process of innovation;
- Evaluate entrepreneurial business opportunities;
- Apply creative frameworks to identify market opportunities;
- Understand the role of creativity and innovation play in business success;
- Understand, design, and implement business models including empathy mapping, SWOT analysis, and business model canvas;
- Embrace new, innovative ideas and models for value creation;
- Manage the process of creativity with an organization; and
- Communicate in oral and written speech, and interact with groups in-person and online.



## 2. Coursework & Grading

### 2A. Grade Scale

The following grading scale will be used in this course:

100-93%	=	A	79-77%	=	C+
92-90%	=	A-	76-73%	=	C
89-87%	=	B+	72-70%	=	C-
86-83%	=	B	69-60%	=	D
82-80%	=	B-	59% or lower	=	F

### 2B. Course Grade Breakdown

Below you will find a summary of course assignments, due dates, and percentage that each assignment contributes to your grade:

Assignment Name	Value
Journals (due: each week in-class)	25%
Creative Exploration Presentation (due: March 2 by 2 pm ET)	15%
Business Model Paper and Presentation (due: April 20 by 2 pm ET)	50%
Journey Map (due: April 27 by 2 pm ET)	10%
<b>Total:</b>	<b>100%</b>

### 2C. Assignment Descriptions & Requirements

Below you will find a summary of course assignments. We will review these assignments in-detail during our first class.

- In-Class Journal – Students will keep a creativity journal throughout the semester. Each week students will respond to questions presented by the Professor. Students will have up to 15-minutes to complete the weekly journal.
- Creative Exploration Project – Students will research and explore a modality for exploring creativity and document their experience in a presentation. As part of this assignment, you will research a creative technique, practice it, develop a business challenge to address using your technique, and develop a plan to integrate learning into



the organizational setting. You will make a 10-minute presentation to the class reviewing your work. Your presentation slides are due before start of class on March 2 and you will make your presentation during class.

- Business Model Canvas Paper and Presentation – Teams will analyze and author a business model canvas for a new venture opportunity, following the frameworks outlined in class. Business ideas for restaurants, bars, and retail shops will NOT be accepted. As part of this assignment, teams will prove their model by creating multiple scenarios or developing a business plan. Each team will make a 15-minute presentation to the class. Papers should be no more than 8-pages in length, plus support materials. This assignment must be completed in teams and is due by the start of class on April 20.
- Journey Map – Students will create a visualization that maps out their learnings and development over the course of BUS386. You will present your work in a 10-minute presentation on the last day of class. The only thing that you must hand-in is your mapping. This assignment is due by the start of class on April 27.

Teams will be assigned on the first day of class. Your team is responsible for its own management, and conflict resolution should conflicts arise. As a part of your team work, you will be asked to evaluate yourselves and your teammates at the conclusion of the team assignment.

## 2D. Writing Style & Formatting

Below are some guidelines for course assignments:

- Papers should be created in Microsoft Word, Google doc, or PDF.
- Presentations should be created in Microsoft PowerPoint, Google slides, or similar program.
- Papers and presentations will be emailed to the professor on or before the due date.
- Details for papers and presentations will be posted in the Content area of Brightspace in a folder called Assignments.
- Papers should be double spaced, in font size 10 to 12.
- Papers and presentations must be your own original work. Plagiarism will not be tolerated.
- There are no grading rubrics for assignments. You should address each requirement and answer each question asked in the assignment in a way that demonstrates your understanding of course materials and topics.
- You must cite any work that you reference in your paper. I recommend using the APA citation style. For more information about citation styles please visit <http://pitt.libguides.com/citationhelp>.



## 2E. Final Examination/Final Project

There is no final exam in this class. Your Journey Map will serve as your final project.

### 3. Class Schedule

Week & Date	Topics	Reading and Assignment
Week 1 – January 19	<b>Topics:</b> <ul style="list-style-type: none"><li>● Introduction to Course</li><li>● Review of Assignments and Syllabus</li><li>● Team Formation</li><li>● Understanding and Practicing Creativity</li><li>● Introduction to Business Models</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Syllabus</li><li>● Articles posted in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Journal #1 completed in-class</li></ul>
Week 2 – January 26	<b>Topics:</b> <ul style="list-style-type: none"><li>● Value Creation</li><li>● Neurobiology of Creativity</li><li>● Empathy Mapping</li><li>● Meditation and Movement</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Articles posted in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Journal #2 completed in-class</li></ul>
Week 3 – February 2	<b>Topics:</b> <ul style="list-style-type: none"><li>● Big Five Skills of Entrepreneurs</li><li>● SWOT Analysis</li><li>● Art and Music</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Articles posted in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Journal #3 completed in-class</li></ul>
Week 4 – February 9	<b>Topics:</b> <ul style="list-style-type: none"><li>● Creativity and Innovation</li><li>● Business Model Canvas</li><li>● Play</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Articles in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Journal #4 completed in-class</li></ul>
Week 5 – February 16	<b>Topics:</b> <ul style="list-style-type: none"><li>● Experimentation and Testing</li><li>● POEM and PESTEL Models</li><li>● Expanding Creative Practice</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Articles in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Journal #5 completed in-class</li></ul>



<b>Week 6 – February 23</b>	<b>Topics:</b> <ul style="list-style-type: none"><li>● Organizational Creativity</li><li>● Expanding and Using Canvas Effectively</li><li>● Business Model Embedded Business Plans</li><li>● Expanding Creative Practice</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Articles in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Journal #6 completed in-class</li></ul>
<b>Week 7 – March 2</b>	<b>Topics:</b> <ul style="list-style-type: none"><li>● Student Creative Exploration Presentations</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Articles in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Creative Exploration Presentation before the start of class</li></ul>
<b>Week 8 – March 9</b>	<b>Topics:</b> <ul style="list-style-type: none"><li>● Agile Thinking and Cognitive Reset</li><li>● Using Business Models to Prove a Concept</li><li>● Case: UBER</li><li>● Expanding Creative Practice</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Articles in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Journal #7 completed in-class</li></ul>
<b>Week 9 – March 16</b>	<b>No classes – Spring Break – Enjoy the week!</b>	<b>None.</b>
<b>Week 10 – March 23</b>	<b>Topics:</b> <ul style="list-style-type: none"><li>● Supporting Thinking with Business Models</li><li>● Case: Coffeeshops Big and Small</li><li>● Expanding Creative Practice</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Articles in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Journal #8 completed in-class</li></ul>
<b>Week 11 – March 30</b>	<b>Topics:</b> <ul style="list-style-type: none"><li>● Innovation Management</li><li>● Case: Clothing Retailer</li><li>● Expanding Creative Practice</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Articles in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Journal #9 completed in-class</li><li>●</li></ul>



<b>Week 12 – April 6</b>	<b>Topics:</b> <ul style="list-style-type: none"><li>● Leading for Creativity and Innovation</li><li>● Case: Twitter</li><li>● Expanding Creative Practice</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Articles in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Journal #10 completed in class</li></ul>
<b>Week 13 – April 13</b>	<b>Topics:</b> <ul style="list-style-type: none"><li>● Metaverse, AI, Neuromarketing, and the Future</li><li>● Case: Facebook</li><li>● Expanding Creative Practice</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Articles in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Journal #11 completed in class</li></ul>
<b>Week 14 – April 20</b>	<b>Topics:</b> <ul style="list-style-type: none"><li>● Team Business Model Presentations</li></ul>	<b>Read the Following:</b> <ul style="list-style-type: none"><li>● Articles in Brightspace</li></ul> <b>Assignment:</b> <ul style="list-style-type: none"><li>● Business Model Project due before the start of class</li></ul>
<b>Week 15 – April 27</b>	<b>Topics:</b> <ul style="list-style-type: none"><li>● Course Recap including Course Journey Map</li></ul>	<b>Assignment:</b> <ul style="list-style-type: none"><li>● Journey Map due before the start of class</li></ul>

## 4. Course-Specific Policies

### 4A. Attendance

Attendance is mandatory.

However, if you feel sick at any point in the semester, or have the symptoms of Covid-19, please stay home. Even if you have been vaccinated. Please sure to notify me if you are feeling ill and are not able to attend class.

### 4B. Late Work

You may turn in assignments early. However, work submitted after an assignment due date, unless otherwise cleared by the professor, will be penalized. Assignments submitted more than





15 days after their due date without prior contact with the professor will not be accepted.

Late assignments will incur a 5-point grade deduction for each week (or partial week) that they are late. For example, if you receive a 95 on an assignment but have submitted it two weeks late, you will receive a 10-point grade deduction, and your final grade on that assignment will be 85. Remember: you must notify me in advance by email if an assignment is going to be late.

Please let me know if you have any questions.

#### **4C. Class Incompletes**

I only issue incompletes in extreme cases with appropriate documentation. In order to receive an incomplete, you must have submitted at least half of the course assignments by the end of the semester.

In most circumstances, students who do not complete all assigned work by the end of the semester will receive the grade that they have earned to date.

Once outstanding work is submitted, your course grade may be revised. Work submitted late is subject to the grading penalty discussed above. Please let me know if you have any questions about this policy.

#### **4D. Inclement Weather Contingencies**

From time to time, USM will determine to close the university due to inclement weather. For the most part, online classes will continue as planned unless you hear otherwise from me. If you are unable to access our course online due to inclement weather (e.g., power outage), please notify me as soon as you can.

#### **4E. Course Evaluations**

At the end of each semester, every student has the opportunity to provide constructive feedback on their courses. It is important to me that you take the time to let me know your thoughts about the course. I use your feedback to make improvements to the course materials, assignments, and outcomes.

#### **4F. Additional Instructor Notes**

I look forward to working with you this semester. Thank you for reviewing the syllabus. If you have any questions, please let me know.



## 5. Academic Services & Policies

Below you'll find information for our most crucial student services and supports. For USM's most complete and current information on services available to students, as well as academic policies, see [The Academic Services & Policies Overview webpage](#).<sup>3</sup>

- **Request disability accommodations** | (207) 780-4706 | [dsc-usm@maine.edu](mailto:dsc-usm@maine.edu)
- **Report Interpersonal violence** | (207) 780-5767 | [usm.titleix@maine.edu](mailto:usm.titleix@maine.edu)
- **Report On-Campus Emergencies and Safety Concerns** | (207) 780-5211 or your local police agency.
- **Get academic help** | [mycampus.maine.edu/group/usm/learning-commons1](https://mycampus.maine.edu/group/usm/learning-commons1)
- **Get technology help** | [usm.maine.edu/computing/helpdesk](https://usm.maine.edu/computing/helpdesk)
- **Meet with an Advisor** | [usm.maine.edu/advising](https://usm.maine.edu/advising)



Scan the QR Code to go to the [Academic Services & Policies webpage](#)<sup>4</sup>

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<sup>3</sup> <https://mycampus.maine.edu/group/usm/common-syllabus>

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