




Business Administration

Course Number:	BUAD 439
Course Title:	Selected Topics: Marketing - Using a Design Thinking Process for Social Innovation
Credits:	3
Calendar Description:	Design thinking is an intentional approach for creative problem solving often applied to marketing campaigns and product development. In this course, students will apply the design thinking process to formulate innovative solutions to social challenges.
Semester and Year:	Winter 2021
Prerequisite(s):	Third-year Standing
Corequisites(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	BBA Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Students can receive credit for BUAD339 Selected Topics Marketing twice as long the special topic is different in the second iteration from the first.
Development Date:	January 2020
Revision Date:	N/A
Chair's Approval:	

Professors

Name	Phone number	Office	Email
Sheilagh Seaton			sseaton@okanagan.bc.ca

Learning Outcomes

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> • apply the design thinking process to develop an innovative solution to a social challenge • execute specific tactics intended to promote empathy and creativity during the design process • create prototypes and action plans to implement an innovative solution to a social challenge • experience working on a design team using a coordinated step-by-step design process • evaluate and reflect on the ability of a co-designed solution to address user needs

Course Objectives

<p>The course will cover the following content:</p> <ul style="list-style-type: none"> • See weekly schedule

Evaluation Procedure

Project Brief	10%
Action Plan and Creative Pitch	30%
Project Participation – See below for explanation	30%
In-Class Exercises Design Thinking Introduction Exercise Empathy and Creativity Exercises Evaluation and Reflection	30%
Total	100%

Evaluation Details

<p>Project Teams – Students are encouraged to create their own teams of 4 to 6 students.</p>
<p>Project participation will be evaluated based on meetings with your professor where you will be expected to provide updates on the progression of your project. These updates will include conversations as a group with all project team members and will be scheduled during regular class time. The team should come prepared to the meetings with evidence of progress towards completion of the project. Note that attendance is mandatory during scheduled class time to successfully pass this course.</p>

Required Texts/Resources

<p>No textbook is required for this course. A suggested resource is the Field Guide to Human Centered Design by IDEO.org. (Available as a PDF Free Download or for purchase as a Hard cover). Additional readings and videos specific to the design thinking process and to the project topic selected will be assigned to the project teams to review throughout the semester. Teams will also have to complete worksheets and maintain a workbook to track their project progression.</p>

Course Schedule

Date		Topic	Activities
Week Dates			
Jan	13	Course Introduction Project Objectives The Role of Design Thinking in Social Innovation	Ice-breaker creativity activity Reading #1
	20	Introduction to Design Thinking	d.School Starter Workshop
	27	Applying Design Thinking Concepts Selecting Project Teams	Design Project Zero (5%) Reading #2 and #3
Feb	3	Discovery – Identifying Needs Choosing Design Thinking Challenge	Defining Your Challenge Exercise (5%)
	10	Empathy and Co-Design – Identifying Project Partners	Empathy Exercises (5%) Creativity Software Search
	17	<i>Reading Break – No classes</i>	
	24	Generating Ideas - Creativity and Innovation	Project Brief (10%) Creativity Exercises (5%)
Mar	3	Incorporating Partner Research, Idea Clustering, Idea Selection	Project Progression (10%)
	10	Rapid Prototyping Creating a storyboard	Project Progression (10%)
	17	Prototype Development Implementation Considerations and Testing	Project Progression (10%)
	24	Submission of ideas and prototype of solution Preparation of Action Plan and Creative Pitch	
	31	Pitch and Share Solution with Partners	Action Plan & Creative Pitch (30%)
Apr	7	Classroom Project Evaluation & Debrief Reflection on Learning Exercise	Evaluation & Reflection (10%)
		<i>Final Exam Period (no final exam for this course)</i>	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.