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COURSE TITLE AND NUMBER: CREATIVE BLOCKBUSTING AND PROBLEM SOLVING ENT 170

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# North Central Michigan College

NCMC MASTER COURSE SYLLABUS

Last Date Revised Feb 28, 2005

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DIVISION/AREA: Business and Technology

DEPARTMENT:

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DIVISION DIRECTOR: Robert J. Marsh, Ph.D.

ORIGINATOR:

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DEAN OF INSTRUCTION: Timothy Dykstra, Ph.D.

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TOTAL HOURS OF INSTRUCTION: LECTURE: 3 LAB: 0 TOTAL CONTACT HOURS: 52.80

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COURSE NUMBER: ENT 170

CREDIT HOURS: 3.0

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COURSE TITLE: Creative Blockbusting and Problem Solving

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TRANSFERABLE YES: NO: X TO:

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PREREQUISITE(S)/COREQUISITE(S)/ADVISORY: None

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## CATALOG DESCRIPTION:

An introduction to the creative process with an emphasis on developing practical, marketable ideas. Topics include conceptual blockbusting, thinking differently, examination through case studies of past new product and market developments, finding and harnessing creativity and channeling creativity into worthwhile business ventures.

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## GENERAL EDUCATION OUTCOMES:

- Think critically and analytically
  - Independently acquire knowledge
  - Write and speak effectively
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## COURSE OBJECTIVES &amp; OUTCOMES:

Specific understanding will be gained in the following areas:

- Understanding and overcoming blocks to creative thinking
  - Developing problem statements and questions
  - How the creative process applies in the business environment
  - How others can be used in the creative process
  - How to clearly present your ideas, thoughts and thought processes
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## METHODS OF INSTRUCTION:

Lecture and in class discussion, guest speakers, panel discussions, in class problem solving exercises and sessions

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METHODS OF EVALUATION: In class exams, project/presentations, in class discussions and panels, quizzes, homework assignments.

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REQUIRED TEXTS (tentative):

*Creative Blockbusting: A Guide to Better Ideas, 4<sup>th</sup> ed.* James L. Adams, Perseus Publishing, 2001

OPTIONAL SUPPLEMENTARY MATERIALS:

Case study material provided by instructor

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Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Learning Support Services office (LSS) at (231) 348-6682 to arrange services for this course.

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## TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION (tentative):

| Week | Adams Chapter | Topic  |
|------|---------------|--|
| 1    | 1, 2          | Introduction.<br>Da Vinci, Mozart, Einstein and the rest of us<br>Blocks to creativity                                       |
| 2    | 3, 4          | Emotional and Cultural Blocks<br>Distinguishing the Problem<br>The Problem Statement   |
| 3    |               | The Problem Statement<br>Questions to Ask<br>Introduction to Business Case I   |
| 4    | 4, 5          | Environmental and intellectual blocks<br>Problem presentations, Case I<br>Student project presentation and problem statement |
| 5    |               | What to see<br>Case I, alternate strategies and choices  |
| 6    |               | Case I discussion<br>Student project question/answer panel   |
| 7    | 6             | Thinking concretely; thinking differently<br>Student projects- alternate ideas<br>Introduction to Case II                    |
| 8    |               | Problem presentations, Case II<br>Questions to ask<br>Exam   |
| 9    |               | Student projects, lessons from Case II<br>Case II, alternates  |
| 10   | 7             | Busting blocks<br>Case II discussion<br>Student projects/Case II Q/A panel   |
| 11   |               | Student presentations update<br>Introduction to Case III   |
| 12   |               | Problem presentations, Case III<br>Exam  |
| 13   |               | Case III, alternates<br>Lessons for student projects   |
| 14   | 8, 9          | Using others<br>Case II/projects panel   |
| 15   |               | Class exercise and quiz/exam<br>Pre-presentation panel   |
| 16   |               | Final presentations  |

COURSE TITLE AND NUMBER: CREATIVE BLOCKBUSTING AND PROBLEM SLOVING ENT 170

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APPROVED FOR ADOPTION BY THE CRD/AP COMMITTEE ON **3/21/05**