

Special 2-week summer course

(Summer School Session 2)

4 Credits

At summer school pricing

No final exam

Exit interview required

Course: ENT 101-S2

Creativity and Innovation:
The Art of Transforming
Knowledge into Ideas
That Change the World

July 11-15 & 18-22

M-F, 9:00am - 5:00pm

Lunch provided every day!

Open to undergrads in any major from
any university

Deadline to register: June 15th

Register TODAY! ENT101-S2

www.Callutheran.edu/students/summer/

Contact Vicki Melia at 805-493-3360 with any questions



School of
Management

California
Lutheran
University

Why take this course...

Are you thinking of becoming an entrepreneur?
In two weeks, you will find out.

Take this two week intensive program to:

- ▶ Explore whether you see yourself as an entrepreneur. Discover what other entrepreneurs are like and learn ways to become one.
- ▶ Identify other people in your network who can be helpful to you and that you can be helpful to them. Discover and develop your own capabilities (what do I have, what do I know, and who do I know) to use in becoming an entrepreneur.
- ▶ Use innovative methods to identify business ideas that can turn into successful businesses by exploring “disharmonies” those day-to-day problems you see all around you that need to be solved.
- ▶ You learn ways to pay attention to problems that other people have that need solutions. The course gives you strategies for discovering opportunities.
- ▶ Develop skills at exploring whether the ideas you have identified are real problems for other people. You learn to test whether the problems are local – focused on a few people or global – have implications for the rest of the world. You explore whether the problems you identified are real to others.
- ▶ Various techniques are provided to see whether there are others who might have this problem.
- ▶ Develop skills and methods to involve others. You will learn skills to communicate your ideas, get “buy-in” from others, as well as learn how to “pivot” to change direction by recognizing the insights of others through techniques focusing on individual and group interactions.
- ▶ Create solutions where the idea is developed into an actual product or service. You learn how different methods such as “articulation” – creating events and experiences where everyone sees the problem, “cross appropriation” – finding solutions and practices from other places that will work to solve the problems you’ve identified, and “visioning” – making visible already existing practices that have become “invisible” but necessary (e.g., bringing back bedside practices in medicine – the importance of the doctor-patient relationship).
- ▶ Develop “theories in practice” that allow you to experiment and test your ideas in a rigorous, more efficient and more effective way.
- ▶ Create prototypes (e.g., 2-D, 3-D, video, paper, wire, screen, experience, etc.) that make your solutions real in ways to share with others and test their use-ability and sale-ability.
- ▶ Explore different ways to create value (e.g., economic, social, personal, political, environmental, sustainable, etc.) and use frameworks to test various value propositions by identifying critical beliefs and hypotheses.
- ▶ Value Creation – using the business model canvas to flush out the critical hypotheses for developing the business – and testing them.