DEI 625: Business Innovation and Impact

Instructor: Dr. Lan Do

COURSE DESCRIPTION AND LEARNING OUTCOMES

Course Description

DEI 625 is an online research, reading, discussion and seminar course designed to prepare MDEI students to contribute where "innovation" is a key success factor. More than understanding innovation and finding solutions, the course focuses on developing an understanding of the impact innovation has on the pillars of sustainability and the connections between the underlying challenges.

The course is oriented by a perspective that, given today's rate of change, fluency with the key topics of the innovation discourse, an understanding of the typical barriers to innovation, and a basic toolkit of skills to overcome these barriers will become a valuable, albeit highly conceptual, career asset. While innovation is not inclusive to one discipline, the course aims to an understanding and use of innovation tools and techniques for different settings.

Learning Outcomes

The learning outcomes of this course are broad, but will revolve around the understanding of innovation and building on being more literate about innovation, understanding the need for it, and what needs to be taken into consideration when innovating:

- Become more literate about innovation
- Understand the need for innovation
- Be able to describe innovation
- Demonstrate a feeling for opportunities & threats
- Use your creativity
- Develop practice-relevant skills
- Contribute to the course
- Follow things you're interested in

Upon completion of this course, students should be able to:

- Draw upon a vocabulary of innovation and business theories in professional and academic discussions, solve problems related to business strategy, innovation and technology;
- Conceptualize the relationship between innovation, creativity, business models, strategy and technology, that are relevant in contemporary business and institutional practice;
- Anticipate constraints, barriers and ethical implications to innovation; and,
- Draw upon an inventory of heuristics and techniques to facilitate innovation.

COURSE SCHEDULE

IMPORTANT: ALL TIMES EASTERN - Please see the [University Policies](#) section of your Course Outline for details
You must complete the Course Outline Quiz in order to gain access to the first 3 Modules.
You must complete the content quizzes noted in the following table in order to gain access to the listed Modules.

Week	Module	Activities and Assessments	Important Dates	Weight (%)
Week 1 January 5-9	Module 1: Introduction and Course Overview	[Introduce Yourself](#)	**Due:** Sunday, January 9, 2022 at 11:55 PM	**Ungraded**
		[Quizzes](#): Course Outline Quiz	**Due:** Sunday, January 9, 2022 at 11:55 PM	**5%**
Week 2 January 10-16	Module 2: Innovation, Media Innovation and Why It Matters	**Join** a group for the [Group Assignment](#)	**Self-enrol** by Wednesday, January 12, 2022 at 4:30 PM	
		Work on [Group Assignment](#)		
Week 3 January 17-23	Module 3: How Innovative is Innovation?	[Quizzes](#): Quiz 1	**Due:** Sunday, January 23, 2022 at 11:55 PM	**8%** .
Week 4 January 24-30	Module 4: Innovation Barriers, Biases, and What to Do About Them	Work on [Group Assignment](#)		

Week 5 **January 31-** **February 6**	Module 5: A Toolset for Innovation and Creativity	Work on Group Assignment		
Week 6 **February 7-13**	Module 6: Managing Innovation	Group Assignment Submit Part 1: Visual Systems Map	**Due:** Sunday, February 13, 2022 at 11:55 PM	**20%**
		Quizzes: Quiz 2	**Due:** Sunday, February 13, 2022 at 11:55 PM	**8%**
Week 7 **February 14-18**	Module 7: Entrepreneurship	Participate in Visual Systems Map Discussion	**Due:** *Friday*, February 18, 2022 at 11:55 PM	**10%**
Reading Week (Saturday, February 19, 2022 to Sunday, February 27, 2022)				
Week 8 **February 28-** **March 6**	Module 8: A Business Plan – Then What?	Work on Group Assignment		
Week 9 **March 7-13**	Module 9: Final Project Work Week	Work on Group Assignment		
Week 10 **March 14-20**	Module 10: Business Models and the Impact of Media Innovation	Group Assignment	**Due:** Sunday, March 20, 2022 at 11:55 PM	Ungraded
Week 11 **March 21-27**	Module 11: Innovation Impact and the Business Model Canvas	Group Assignment Submit Part 2: Video Presentation	**Due:** Sunday, March 27, 2022 at 11:55 PM	**11%**
Week 12 **March 28-** **April 5**	Module 12: Course Review	Quizzes: Quiz 3	**Due:** Tuesday, April 5, 2022 at 11:55 PM	**8%**
		Participate in Video Presentation Discussion.	**Due:** Tuesday, April 5, 2022 at 11:55 PM	**10%**
		Group Assignment Submit Part 3: Written Summary and Bibliography	**Due:** Tuesday, April 5, 2022 at 11:55 PM	**20%**

There is no final examination for this course

GRADE BREAKDOWN

The following table represents the grade breakdown of this course.

Quizzes	
Course Outline Quiz	5%
Content Quizzes (3 x 8%)	24%
Group Assignment	
Part 1: Visual Systems Map	20%
Part 2: Video Presentation of Research and Learning Journey	11%
Part 3: Written Summary and Bibliography	20%
Discussions	
Review and give feedback (2 x 10%)	20%
Total	**100%**

Official Grades

Official Grades and Academic Standings are available through Quest.

CONTACT INFORMATION

Announcements

Your instructor uses the **Announcements** widget on the **Course Home** page during the term to communicate new or changing information regarding due dates, instructor absence, etc., as needed. You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click **Show All Announcements**.

Discussions

A [General Discussion](#) topic* has also been made available to allow students to communicate with peers in the course. Your instructor may drop in at this discussion topic.

Contact Us

Who and Why	Contact Details
Instructor • Course-related questions (e.g., course content, deadlines, assignments, etc.) • Questions of a personal nature	**Post your course-related questions** to the [Ask the Instructor](#) discussion topic*. This allows other students to benefit from your question as well. Instructor: Lan Do lan.do@uwaterloo.ca Office hours: by appointment Your instructor checks email and the [Ask the Instructor](#) discussion topic* frequently and will make every effort to reply to your questions within 24–48 hours, Monday to Friday.
IST Service Desk, Information Systems & Technology department • Technical problems with MS Teams	helpdesk@uwaterloo.ca Include your full name, WatIAM user ID, student number, and course name and number. See also [Teams	Microsoft Office 365	University of Waterloo](#)
Technical Support, Centre for Extended Learning • Technical problems with Waterloo LEARN	learnhelp@uwaterloo.ca Include your full name, WatIAM user ID, student number, and course name and number. Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time). [IST Knowledge Base: For Students](#)

Learner Support Services, Centre for Extended Learning • General inquiries • Examination information	[Student Resources](#) [extendedlearning@uwaterloo.ca](#) Include your full name, WatIAM user ID, student number, and course name and number.

*Discussion topics can be accessed by clicking **Connect** and then **Discussions** on the course navigation bar above.

MATERIALS AND RESOURCES

Textbook(s)

There is no required textbook for this course.

Course Reserves

All required readings for each module are available through the Library Course Reserves. Course Reserves can be accessed using the **Library Resources** widget on the **Course Home** page.

Resources

- Library services for [Co-op students on work term and students taking online courses](#)

COURSE AND DEPARTMENT POLICIES

Course Policies

DEI 625 **does not allow for late submissions**. However, if you require additional time to submit an assignment for good reasons, you can always **write to the instructor before the submission due date** to ask for an extension and why you require more time. If you write your request outside of the regular office hours, you will likely not get an answer before the next workday. But, as long as the request for extension based on a valid reason gets in before 11:59 pm on the due date, you can get an extension for the assignment.

Mental Health Support

All of us need a support system. The faculty and staff in Arts encourage students to seek out mental health support if they are needed.

On Campus

- Counselling Services: counselling.services@uwaterloo.ca / 519-888-4567 ext. 32655
- MATES: one-to-one peer support program offered by Federation of Students (FEDS) and Counselling Services
- Health Services Emergency service: located across the creek form Student Life Centre
- [Stratford School mental health resources: Counselling services](#)
- Download the [WatSafe app](#) to your phone to quickly access mental health support information

Off campus, 24/7

- Good2Talk: Free confidential help line for post-secondary students. Phone: 1-866-925-5454
- Grand River Hospital: Emergency care for mental health crisis. Phone: 519-749-4300 ext. 6880
- Here 24/7: Mental Health and Crisis Service Team. Phone: 1-844-437-3247
- OK2BME: set of support services for lesbian, gay, bisexual, transgender or questioning teens in Waterloo. Phone: 519-884-0000 extension 213

Academic Freedom at the University of Waterloo

Policy 33, Ethical Behavior states, as one of its general principles Section 1), "The University supports academic freedom for all members of the University community. Academic freedom carries with it the duty to use that freedom in a manner consistent with the scholarly obligation to base teaching and research on an honest and ethical quest for knowledge. In the context of this policy, 'academic freedom' refers to academic activities, including teaching and scholarship, as is articulated in the principles set out in the Memorandum of Agreement between the FAUW and the University of Waterloo, 1998 (Article 6). The academic environment which fosters free debate may from time to time include the presentation or discussion of unpopular opinions or controversial material. Such material shall be dealt with as openly, respectfully and sensitively as possible. This definition is repeated in Policies 70 and 71, and in the Memorandum of Agreement, Section 6.

UNIVERSITY POLICIES

Submission Times

Please be aware that the University of Waterloo is located in the **Eastern Time Zone** (GMT or UTC-5 during standard time and UTC-4 during daylight saving time) and, as such, the time that your activities and/or assignments are due is based on this zone. If you are outside the Eastern Time Zone and require assistance with converting your time, please try the [Ontario, Canada Time Converter](#).

Accommodation Due to Illness

If your instructor has provided specific procedures for you to follow if you miss assignment due dates, term tests, or a final examination, adhere to those instructions. Otherwise:

Missed Assignments/Tests/Quizzes

Contact the instructor as soon as you realize there will be a problem, and preferably within 48 hours, but no more than 72 hours, have a medical practitioner complete a [Verification of Illness Form](#).

Email a scanned copy of the Verification of Illness Form to your instructor. In your email to the instructor, provide your name, student ID number, and exactly what course activity you missed.

Further information regarding Management of Requests for Accommodation Due to Illness can be found on the [Accommodation due to illness](#) page.

Academic Integrity

In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect, and responsibility. **If you have not already completed the online tutorial regarding academic integrity you should do so as soon as possible.** Undergraduate students should see the [Academic Integrity Tutorial](#) and graduate students should see the [Graduate Students and Academic Integrity](#) website.

Proper citations are part of academic integrity. Citations in CEL course materials usually follow CEL style, which is based on APA style. Your course may follow a different style. If you are uncertain which style to use for an assignment, please confirm with your instructor or TA.

For further information on academic integrity, please visit the [Office of Academic Integrity](#).

Turnitin

Turnitin.com: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due

notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin® in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit the alternate assignment.

[Turnitin® at Waterloo](#)

Discipline

A student is expected to know what constitutes [academic integrity](#) to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration, should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to [Policy 71 - Student Discipline](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

Appeals

A decision made or penalty imposed under [Policy 70 - Student Petitions and Grievances](#), (other than a petition) or [Policy 71 - Student Discipline](#), may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to [Policy 72 - Student Appeals](#).

Grievance

A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read [Policy 70 - Student Petitions and Grievances](#), Section 4. When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Final Grades

In accordance with [Policy 46 - Information Management](#), Appendix A - Access to and Release of Student Information, the Centre for Extended Learning does not release final examination grades or final course grades to students. Students must go to [Quest](#) to see all final grades. Any grades posted in Waterloo LEARN are unofficial.

AccessAbility Services

[AccessAbility Services](#), located in Needles Hall, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodation to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term and for each course.

Accessibility Statement

The Centre for Extended Learning strives to meet the needs of all our online learners. Our ongoing efforts to become aligned with the [Accessibility for Ontarians with Disabilities Act (AODA)](#) are guided by University of Waterloo accessibility [Legislation](#) and policy and the [World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.0](#). The majority of our online courses are currently delivered via the Desire2Learn Learning Environment. Learn more about [Desire2Learn's Accessibility Standards Compliance](#).

Use of Computing and Network Resources

Please see the [Guidelines on Use of Waterloo Computing and Network Resources](#).

Copyright Information

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If there are any questions about this notice, please contact the University of Waterloo, Centre for Extended Learning, Waterloo, Ontario, Canada, N2L 3G1 or extendedlearning@uwaterloo.ca.

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- The Faculty of Arts acknowledges that we are living and working on the traditional territory of the Attawandaron (also known as Neutral), Anishinaabe and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River. The Stratford School of Interaction Design and Business is situated on the traditional territory of the Anishinaabe, Haudenosaunee, and the Ojibway/Chippewa peoples. This territory is covered by the Upper Canada Treaties.