

COURSE CODE: BUAD 212

COURSE TITLE: Idea Generation

Calendar Description

Idea generation is a basic element of entrepreneurship. This course prepares students to use design thinking techniques and processes to analyze organizational circumstances and business opportunities. Students will explore how to use observational tools and other techniques for idea generation, how to refine these ideas and how to evaluate them. The goal is to identify business ideas that students are not only passionate about but also have real market application. (also offered by Distance Education).

Prerequisite(s): None

Co-requisite(s): None

Prerequisite For: BUAD 417

Substitutable Courses: None

Graduation Requirement: BBA Entrepreneurship Specialty - Required

Transfer Credit:

Special Notes:

Credits: 3

Hours per Week: 3

Originally Developed: January 2021

EDCO Approval: Winter 2025

Learning Outcomes

Outcome	Upon completion of this course students will be able to:
1	Explain the role of creativity and innovation for value creation and competitiveness
2	Use a variety of creative processes to generate high-quality business idea
3	Apply various models to prioritize business ideas to pursue
4	Demonstrate what design thinking is and when to use it
5	Apply analytical skills for detecting and resolving innovation challenges
6	Communicate ideas, intentions and outcomes to diverse audiences both orally and in writing.

Course Objectives

This course will cover the following content:

Please refer to the weekly Course Schedule

Professors

Name	Phone Extension	Office	E-mail
Aidan Cole	N/A	C159	acole@okanagan.bc.ca

Evaluation Procedure

Quizzes & Learning Modules	20 %
Idea Journal	25 %
Assignments	25 %
Innovation Challenge report and presentation	30 %
Total	100 %

Required Materials

See Digital Resource List in Moodle – all resources should be available through the OC Library

Notes

Pre-Class Quizzes

Pre-class quizzes are used to prepare students for the key points of the chapters/readings and lectures prior to class. These quizzes are to be done prior to attending class so that students are better prepared to participate in class activities and discussion. Quizzes will be available on Moodle and will close 30 minutes prior to the class in which the material will be covered.

Individual Idea Journal

You are required to document the identification, reflection, and evaluation of the processes and ideas that you generate throughout the semester. These processes and ideas may be used in subsequent courses within the Entrepreneurship Specialty.

Assignments

There will be 3-4 assignments throughout the semester. Instructions will be posted on Moodle.

Innovation Challenge Competition

In groups of 3-4, you will compete to come up with the best solution to a common challenge. You will document your team's process as well as your proposed solution. Your group will present your proposed solution and deliver a report according to the parameters outlined on Moodle.

Generative AI tools are permitted

Students are permitted to use artificial intelligence tools, including generative AI tools such as ChatGPT or Bing Chat, to gather information, review concepts, or help produce assignments. However, students are ultimately accountable for the work they submit, and any content generated or supported by an artificial intelligence tool must be cited appropriately (see [How to cite ChatGPT \(apa.org\)](https://www.apa.org)). More specific information on the Generative AI policy for this class can be found in detail on Moodle.

Course Schedule (Subject to change at the discretion of the professor)

Date		Topic	Textbook
2026 Week of:		Mon, Jan 5 - Classes begin Fri, Jan 16 - Last day to register for a course and to receive a refund for course drop Mon, Feb 16 - Statutory Holiday (no classes) Tue, Feb 17 - Fri, Feb 20 - Mid-semester study break (no classes) Fri, Mar 6 - Last day to withdraw from a course without academic penalty Fri, Apr 3 & Mon, Apr 6 - Statutory Holiday (no classes) Fri, Apr 10 - Last day of regularly scheduled classes Mon, Apr 13 - Wed, Apr 22 - Final exam period – see policy.	Readings are listed in the Digital Resources list. Below are the textbook chapters, but there will be other readings assigned on this list.
Jan.	5	Course Introduction, Business Innovation Foundations, Myths and Reality	LI: Ch 1
	12	Thinking Creatively Service Innovation	LI: Chapters 2 LI: Chapter 3
	19	Process Innovation The Value Proposition Canvas (Business Model Canvas)	LI: Chapter 4
	26	Sustainable Innovation Growth Strategy	LI: Chapters 5 LI: Chapter 6
Feb.	2	Design Thinking	LI: Chapter 7
	9	Product Innovation	LI: Chapter 8
	16	Mid-semester break – no classes	
	23	New Venture Innovation	LI: Chapter 9
Mar.	2	Technological Innovation	LI: Chapter 10
	9	Innovation Risks Leading Innovation	LI: Chapter 11 LI: Chapter 12
	16	Innovation Challenge Kick-off	
	23	Innovation Challenge Completion & Presentations start	
	30	Innovation Challenge Completion & Presentations start	
Apr.	6	Class wrap up and Guest presenter	
	13 – 22	Final Exam Period (no final exam for this course)	

Skills Across the Business Curriculum

The 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

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.

Academic Honesty: Students have a responsibility to read the [OC Academic Integrity Policy](#).

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 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 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 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 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.
