



**Dr. Andrew Maxwell** received his Ph.D. in Management Science at the University of Waterloo; he completed an MBA at London Business School and a B.Sc. in Electrical Engineering from Imperial College London.

He has been Chief Innovation Officer at the Canadian Innovation Centre for the past ten years, developing and delivering innovative and entrepreneurial programs.

His research examines the behavioural aspects of technology innovation, specifically the formation of new business and entrepreneurial relationships. He is a subject matter expert for IRI in the field of trust and innovation.

He has won several teaching awards, authored 5 refereed journal articles, numerous industry articles and spoken at global academic and industry conferences.

[andrew.maxwell@lassonde.yorku.ca](mailto:andrew.maxwell@lassonde.yorku.ca)

TECL 1500

## INNOVATION & CREATIVITY



### COURSE OVERVIEW

This is a blended course designed to better prepare you for the workplace – whether it be in a not-for-profit, an existing industry organization, or your very own start-up venture. This 10-week experiential learning journey draws insights from global experts, where you will learn to apply design thinking and creative problem solving strategies to your personal, team, and organizational contexts. You will learn to develop innovative ideas and be prepared for jobs that are emerging. This course is ideal for anyone interested in solving complex problems, improving their personal or team effectiveness, and/or running a business.

## COURSE DETAILS

TECL 1500

3.0

**PRE-REQUISITES:** NONE

**INSTRUCTOR:** ANDREW MAXWELL & ROBERT MACNAMEE

**OFFERED:** CONTINUOUSLY

Open to all undergraduates

## LEARNING OUTCOMES

- ▶ Discuss existing theories, frameworks, and case studies regarding innovation, creativity, entrepreneurship and problem solving [Knowledge]
- ▶ Assess barriers to creativity and innovation at individual and team levels [Analysis]
- ▶ Apply strategies to address barriers to creativity and innovation [Implementation]
- ▶ Use available tools and methods to create, reflect on, and present ideas for innovation [Synthesis]
- ▶ Effectively contribute to peer learning and team performance, in innovation and problem solving processes [Impact]
- ▶ Develop and design implementation strategies (and documentation) for business / entrepreneurship (including pivoting) [Implementation]
- ▶ Assess and articulate an organizational / social impact of a particular innovation and/or a business strategy [Impact]

## CONTENT DELIVERY

This course is designed primarily to be delivered asynchronously 100% online, with primary content delivered by world experts. The course is designed for high levels of student engagement, Individual and group activities that are primarily assessed through peer evaluation. The course also encourages user generated content and makes extensive use of both online proprietary and generally available content.



## COURSE MODULES

- ▶ Introduction
- ▶ Creativity
- ▶ Barrier to Creativity
- ▶ Design Thinking
- ▶ Problem Identification
- ▶ Creative Problem Solving Process
- ▶ Solution development
- ▶ Hypothesis development
- ▶ Entrepreneurship
- ▶ Resilience & Reflection
- ▶ Implementation
- ▶ Innovation

## COURSE FACULTY



**Dr. Robert MacNamee** is responsible for managing and developing Entrepreneurship and Innovation focused educational programs for the Fox School of Business, promoting these programs both inside and outside the university and teaching courses

in the IEI's programs. Robert's research focus is in the areas of knowledge exchange, creativity, innovation, and organizational learning. He views the world through an OB, psychological, or sociological lens. Previous to returning to academia, Robert worked for nearly 10 years as a systems integrator, technical sales manager, and strategic marketing director in the knowledge management industry. His professional experience at reseller-integrators, software developers, and service bureaus balanced technical consulting and systems analysis with sales, marketing, and management.

[robert.mcnamee@temple.edu](mailto:robert.mcnamee@temple.edu)

