CLASS CONCEPT BMGT 468T – Spring 2017

Please expect a fully detailed syllabus after the first week of classes.

Class Overview

This is the second year that we will be able to work together with the Innovation Group at Under Armour in Baltimore. In the past year, the team prototyped new backpack concepts. This year, the challenge from our industry partner is more complex. Under Armour wants to explore innovative approaches to improve the experience with their products and services using UAV’s (unmanned aerial vehicles “Drones”). This topics is very broad and we were given a big creative canvas for this project. The topic requires all of us to understand the marketspace for UA, the market space for UAV’s and the space where the two might collide and create business ideas. Given the class’ variety of students’ backgrounds, we need skills across the UMD spectrum: business, engineering, theatre, journalism, computer science, etc.

Class Structure

Week 1-5  Ideation and Market Research (individual and with a partner)
Week 6  Forming of Teams based on initial ideas generated by partners
Week 7-13  Team work to build project and service prototypes, outreach to real-life companies
Week 14-15  Final presentations and exam

Class Topics

- Market Analysis
- Creative Problem Solving, Ideation and Idea Selection
- Business Model Canvas
- Design Thinking
- Presentation and Pitch Design
- Project Management with an industrial real-life partner company
- Prototyping

Special Class Features (Days not yet confirmed)

- In-person class briefing with Under Armour Innovation Executive
- Half-day field trip to the Under Armour Innovation Center in Baltimore, followed by a meeting with UA innovation team members
Guest speakers from the UMD Academy for Innovation and Entrepreneurship on Design Thinking

Guest speaker from the UAV industry

Second field day to a UAV event or industry partner in the DMV area

Final project presentation in front of Under Armour Innovation Team

**Assignment Overview (1000 pts. Total)**

1. (200 pts.) Participation and Commitment
2. (150 pts.) Partner, Market and Technology Overview (Individual Assignment) – Week 5
3. (150 pts.) Early Stage Idea Generation and Presentation (Partner Assignment) – Week 6
4. (100 pts.) Interim Team Project Update – Week 10
5. (300 pts.) Final Team Project Presentation and Paper – Week 14
6. (100 pts.) Final Exam - Week 15

**Learning Outcomes**

- Demonstrate an ability to collaborate with others on developing an innovative analysis, project or solution, by incorporating different viewpoints and experiences
- Demonstrate an ability to reach innovative/unconventional solutions by iteratively proposing ideas/strategies, receiving and incorporating feedback, and quickly learning from failed approaches
- Demonstrate the ability to present or perform the project (and proposed solution, if applicable) to outside stakeholders (those not directly affiliated with the class)
- Demonstrate the ability to develop a minimal viable product (MVP)