**Instructors:**

Lawrence Aronhime

[[Aronhime@jhu.edu](mailto:Aronhime@jhu.edu)](mailto:aronhime@mts.jhu.edu)

Office Hours: By appointment

**Time and Room:**

May 23 and May 25; 14:00 – 20:30 Israel time

All classes are hybrid, synchronously at <https://wse.zoom.us/j/3514013535>

**Course Description:**

This course is focused on finding problems worth solving, problems that can serve as the start of the innovation and entrepreneurship journey. The course is based on the idea that there are different kinds of problems which ask different kinds of questions, require different kinds of tools, and are solved in different ways. The goal is to explore these different kinds of problems and build a bank of ideas. Students will choose their best ideas for validation in order to create a portfolio of problems worth solving.

The course is designed as a workshop, emphasizing student participation and group activities. Attendance and participation are critical.

**Required Materials:**

All materials will be provided on Moodle

**Course Objectives:**

The course will be taught in seminar format, with the emphasis on skill building, discussion of projects, and student presentations. The curriculum will focus on the ability of students to build a portfolio of innovative ideas built on problems that are worth solving for their own companies or planned startups.

**Assignments:**

Participation (incl. attendance) 20%

Intermediate Assessments 40%

Final Assignment 40%

| **Day** | **Day** | **Date** | **Subject** | **Challenge(s) Given** |
| --- | --- | --- | --- | --- |
| 1 | May 23 | Sun | Introduction:   1. Finding problems worth solving 2. Devising solutions that matter 3. Developing a business case that works   A Framework for Innovation:   1. Undefined problems – trend analysis, scenario analysis 2. Ill-defined problems – challenging assumptions, discontinuities, user experiences, whitespace mapping | Assignment templates |
| 2 | May 25 | Tue | A Framework for Innovation   1. Jobs to be done – more on user experiences, process mapping 2. Well-defined problems – McKinsey’s Seven Steps, systems thinking and wicked problems   Building a portfolio of innovation for your company  Preparing the business case | Assignment templates  Market opportunity assessments |
|  | May 27 | Thu | Final assignment due | A portfolio of innovation |
|  |  |  |  |  |

**Ethics Policy**

The strength of the university depends on academic and personal integrity. In this course, you must be honest and truthful. Ethical violations include cheating on exams, plagiarism, reuse of assignments, improper use of the Internet and electronic devices, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, facilitating academic dishonesty, and unfair competition.

Report any violations you witness to the instructor. You may consult the associate dean of student affairs and/or the chairman of the Ethics Board beforehand. See the guide on “Academic Ethics for Undergraduates” and the Ethics Board Web site (<http://ethics.jhu.edu>) for more information.

**Personal Wellbeing**

If you are sick, in particular with an illness that may be contagious, notify me by email but do not come to class. Rather, visit the Health and Wellness: 1 East 31Street, 410-516-8270. See also <http://studentaffairs.jhu.edu/student-life/support-and-assistance/absences-from-class/illness-note-policy/>

All students with disabilities who require accommodations for this course should contact me at their earliest convenience to discuss their specific needs. If you have a documented disability, you must be registered with the JHU Office for Student Disability Services (385 Garland Hall; 410-516-4720; <http://web.jhu.edu/disabilities/>) to receive accommodations.

If you are struggling with anxiety, stress, depression or other mental health related concerns, please consider visiting the JHU Counseling Center.  If you are concerned about a friend, please encourage that person to seek out our services. The Counseling Center is located at 3003 North Charles Street in Suite S-200 and can be reached at 410-516-8278 and online at <http://studentaffairs.jhu.edu/counselingcenter/>

**Students with Disabilities**

Any student with a disability who may need accommodations in this class must obtain an accommodation letter from Student Disability Services, 385 Garland, (410) 516-4720, [studentdisabilityservices@jhu.edu](mailto:studentdisabilityservices@jhu.edu) .