

For Bidding Purposes Only

THINK BIGGER

Curriculum for Summer 2018

Warren 207, Columbia Business School

Instructors: Professor Craig Hatkoff & Professor Sheena S. Iyengar

COURSE DESCRIPTION

What is a big idea? Is it a physical invention, like the printing press? Is it a way of doing things, like democracy or capitalism? Does something like 'civilization' qualify as a big idea? In this course, we will wrestle with these questions and more, so you can start to think big about how to approach the problem of problem solving. We'll look at examples of 'big ideas' and create a working definition of what constitutes a big idea. We'll help you develop the skills and strategies you need to discover impactful ideas of your own; and teach you how to articulate why your idea matters and how it adds value.

Throughout the course, you will be challenged to be your most creative with hands-on experiential exercises (both in and outside of the classroom) designed to take you through the processes of discovering, ideating, evaluating, and editing ideas, whether you are working alone on solo projects or engaging with a team. Near the end of the course, you'll receive direct feedback from influential business minds (entrepreneurs, venture capitalists, leaders, etc) from across the city. The course will culminate in a final project where you will be required to help present a formal and polished pitch of a big idea.

To learn more about the instructors for this course, please see the attached bios at the end of the syllabus.

Grading:

Class Participation	(50%)
Pre-Course Assignment	(10%)
Final Presentation	(40%)

ASSIGNMENTS

Pre-Course Assignment:

You are required to turn in a one-page description of a big idea before the first class. It should answer the following questions: 1. What is it? 2. Why is it a big idea? 3. How will it change people's lives? These big ideas will serve as a starting point for the class.

Final Presentation:

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Using the medium of their choosing students will be required to make a short presentation on their big idea. Presentations will given in front a distinguished panel of judges and students will receive feedback and direction in real time.

COURSE OUTLINE:

DAY 1

Opening Remarks by Craig & Sheena

PITCH YOUR BIG IDEA

During this time, each student will have exactly 60 seconds to present their big idea. At the end of the presentations, you will team up into groups with the goal of combining your ideas and interests into a "bigger" idea, which you will work on for the next six weeks.

Students will also be given roughly 30 minutes to circulate and form groups.

IDEATION 101

Okay, now that you have a big idea, how do you make it even bigger? This day is devoted to the first steps in the ideation process. Through lectures and exercises, we'll discuss how to make your idea grow and be more creative and strategic.

IDEATION 201

What happens when you hit an ideation wall? How do you innovate around problems? This day is devoted to continuing the ideation and learning to intuit and cultivate innovations along the way. Standard intuition is thought of as a feeling, but "creative intuition" stems from real knowledge and experience. We'll unpack the "Aha moment" and ask how a series of smaller ideas contribute to your one big idea.

DAY 2

ENTREPRENEURIAL TRIAL BY FIRE

Active ideation involves 'thinking outside the box' and seeing things from other perspectives. On this day

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groups will meet with some of our distinguished panel of ideators. Each group will have up to 5 sessions where they deliver rapid-fire pitches and receive real-time feedback. Along the way, you'll practice pitching your big ideas and developing the necessary criteria to continue distilling your thoughts.

Evening Reception

DAY 3

BIG IDEA LAUNCHPAD

Each group will be given 90 seconds to present their big idea. Ideas will be evaluated by prestigious business leaders, venture capitalists, and entrepreneurs from around the city. These evaluations will be based on the presentations themselves and the feedback provided by our judges. Based on the votes of our judges and the rest of the class, one idea will be selected as a prize-winner.

READINGS

All course readings will be provided in advance and must be completed before the first class.

Books:

1. *The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World* by Brad Stone
2. *How We Got to Now* by Steven Johnson

Articles:

1. Take a quick look at: Fallows, "[The 50 Greatest Breakthroughs Since the Wheel.](#)" ([Links to an external site.](#)) *The Atlantic* AND Schienoff, "[What Are the 10 Greatest Inventions of Our Time?](#)" ([Links to an external site.](#)) *Scientific American*
2. Watch Alec Ross, author of *Industries of the Future*, describe the challenges the workforce of the future will face due to globalization, "gig-ification," and robotics.
3. Christensen, Raynor, & McDonalds, "[What is disruptive innovation?](#)" ([Links to an external site.](#)) *Harvard Business Review*

For Bidding Purposes Only

4. Naughton, [“Thomas Kuhn: The Man Who Changed the Way the World Looked at Science,”](#) (Links to an external site.) *The Guardian* (Links to an external site.)
5. [“How the blockchain will radically transform the economy.”](#) talk by Bettina Warburg at TEDSummit
6. [“Startups That Seek to ‘Disrupt’ Get More Funding Than Those That Seek to ‘Build’”](#) by Dana Kanze and Sheena S. Iyengar

INSTRUCTOR BIOS

Professor Craig Hatkoff

Craig Hatkoff is a co-founder of the Tribeca Film Festival along with Jane Rosenthal and Robert De Niro. The largest film festival in North America, the festival was created immediately following the events of September 11th to help revitalize lower Manhattan. In 2010, Craig created and curates the annual Tribeca Disruptive Innovation Awards in collaboration with Professor Clayton Christensen [with whom he is Co-founder of the Disruptor Foundation].

Craig is Chairman of Turtle Pond Publications LLC, a private entertainment and media based company. He is on the Board of Directors of the Tribeca Film Institute, Tribeca Flashpoint Media Arts Academy, Sesame Workshop, Dr. Richard Leakey’s WildlifeDirect, The Desmond Tutu Peace Foundation, the Child Mind Institute, the Rock and Roll Hall Of Fame, The Alliance for Young Artists & Writers and the Borough of Manhattan Community College Foundation. He is also a member of the Clinton Global Initiative. He is a Director of two NYSE companies, Taubman Centers Inc. and SL Green Realty Corporation.

In addition, he has co-authored with his young daughters a best-selling series of children's books including the New York Times #1 best-selling Owen and Mzee. Craig graduated from Colgate University '76 and received his MBA from Columbia University '78.

Professor Sheena S. Iyengar

Professor Sheena S. Iyengar is one of the world’s experts on choice and decision-making. Her book *The Art of Choosing* received a Financial Times and Goldman Sachs Business Book of the Year 2010 award, and was ranked #3 on the Amazon.com Best Business and Investing Books of 2010. Her research is regularly cited in the New York Times, Wall Street Journal, and The Economist as well as in popular books, such as Malcolm Gladwell’s *Blink* and Aziz Ansari’s *Modern Romance*. Dr. Iyengar has also appeared on television programs like the Today Show, the Daily Show, and Fareed Zakaria’s GPS on CNN. Her TED Talks have

For Bidding Purposes Only

collectively received almost four million views and her research continues to inform markets, businesses, and people all over the world.

Dr. Iyengar is the inaugural S.T. Lee Professor of Business in the Management Division at Columbia Business School. She graduated with a B.S. in Economics from the Wharton School of the University of Pennsylvania and received her Ph.D. in Social Psychology from Stanford University. She received the Presidential Early Career Award in 2002 and in 2011 she was named a member of the Thinkers50, a global ranking of the top 50 management thinkers. She was also awarded the Dean's Award for Outstanding Core Teaching from Columbia Business School in 2012 and was named one of the World's Best B-School Professors by Poets and Quants.