

# Raymond von Dran IDS 301: What's the BIG Idea?

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**Course Description:** Innovation in information and emerging technologies. Learn how to develop, grow, and vet ideas and build teams ready to create a product, service, or business.

**Additional Course Description:** IDS301 is the first of a three-course sequence on creativity, innovation, and entrepreneurship at Syracuse University. IDS301: What's the Big Idea, is a course on creativity and innovation. IDS302: Idea2Startup is a course to help you start a business or nonprofit organization. IDS403: iLaunchPad enables you to continue to work on your organization. All three courses are part of the iSchool concentration and minor in The Raymond von Dran Innovation, Design, and Startups (IDS) Program.

The IDS program, incubator, and affiliated competitions were developed by faculty from the Whitman School of Management, School of Design in the College of Visual and Performing Arts, and the School of Information Studies to help students interested in starting ventures. This innovative curriculum has helped over 1,000 students, regardless of major, start for-profit and not-for-profit organizations. Since 2007, students have developed organizations such as [Brandyourself](#), [Density](#), and [America on Tech](#) among others.

In IDS301 you will learn techniques to develop your creative and innovative thinking to design Big Ideas—new technologies, products, or services. You will learn basic techniques for creative thinking including Yes, If; SCAMPER; and other models of creativity and innovation. Finally, you will learn about customer discovery and make a final presentation for a single idea that will lead to a startup.

You are strongly encouraged to attend, submit, and participate in the LaunchPad activities and various business plan competitions at Syracuse University. Since these competitions are not during the assigned class times, you will receive bonus points for attending and participating.

IDS301 satisfies the Syracuse University Shared Competency in Critical and Creative Thinking. This shared competency includes the exploration and synthesis of ideas, artifacts, issues, and events to inform and evaluate arguments, develop new insights, and produce creative work. Reflection on, and application of divergent modes of inquiry, analysis, and innovation to research, knowledge, and artistic creation.

**Prerequisite / Co-requisite:** There are no prerequisites for this class. It is strongly recommended you take IDS301 before you take IDS302 or IDS403.

**Audience:** All undergraduate students at Syracuse University who are willing to apply strategies for being innovative, creative, and entrepreneurial, and who are willing to take risks to make a difference in the world. IDS301 is the first course in the IDS minor.

**Credits:** Students registered for credit receive 3 credits for IDS 301.

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## Course Fees and/or Costs:

There are no additional course fees for IDS301. Students interested in developing a minimum-viable-product of one or more ideas may incur the cost of prototyping their ideas.

**Learning Objectives:** After taking this course, the students will be able to:

- Generate, develop, grow, and vet new product, service, and business ideas
- Understand the concept of an innovation ecosystem, its components and value in the economy
- Demonstrate the ability to communicate ideas, objectives, and aspirations to others as an important element on the path from idea to realization of a dream

**Shared Competencies:** Critical and Creative Thinking

**Texts:** None

**Course Requirements and Expectations:** See attached schedule of topics, assignments, and points earned by assignment. Engagement points are earned by on-time class attendance and participating in class activities.

Attendance requires active participation in class activities. Students that cannot attend a class, for any reason, are expected to make up the participation by attending an event at the LaunchPad. Register for the LaunchPad listserv and visit the LaunchPad website to see a list of current events.

## Grading Table

Grades	Grade points /credit	Percentage Range	Total Points
A	4.000	93-100	930-1000
A-	3.667	90-94	900-929
B+	3.333	87-89	870-899
B	3.000	83-86	830-869
B-	2.667	80-82	800-829
C+	2.333	77-79	770-799
C	2.000	73-76	730-769
C-	1.667	70-72	700-729
D	1.000	60-69	600-699
F	0	0-59	0-599

**Course Schedule:** See attached schedule of topics, assignments, and points earned by assignment.

**Syracuse University Polices:** Syracuse University polices can be found here:

<https://academicaffairs.syracuse.edu/important-syllabus-reminders/>