

Department	International College of Liberal Arts		
Semester	Fall 2026	Year Offered (Odd/Even/Every Year)	Every Year
Course Number	BUSN340		
Course Title	The Art of Value: Being an Entrepreneur		
Prerequisites	DATA/SOCI/QREA265 Science, Society & Self		
Course Instructor	RICKETTS John	Year Available (Grade Level)	3
Subject Area	Global Business & Economics	Number of Credits	3
Class Style	Lecture	Language of instruction	English

(NOTE 1) Depending on the class size and the capacity of the facility, we may not be able to accommodate all students who wish to register for the course

Course Description	<p>The Art of Value: Being an Entrepreneur – Innovation: Creativity, Wellbeing, and the Practice of Problem Solving</p> <p>Course Description: The course is not driven by detail, but by holistic ideas & realisations: these are largely selfevident once you know about them, and put them into practice. There will be lots of group discussion in a safe space.</p> <p>Entrepreneurship as a Practice of Value Creation</p> <p>“There are only two basic functions of a business:marketing & innovation.” – Peter F. Drucker</p> <p>Peter Drucker’ s famous insight reminds us that at its core, entrepreneurship is about creating something that matters to others–solving problems, meeting needs, and offering new possibilities. Marketing means understanding what people value. Innovation means delivering it in ways they never imagined.</p> <p>I know from personal experience that entrepreneurship is not a formula. It is a mindset and a method. It can begin with divergent thinking: the ability to see the world not only as it is, but as it could be. The best entrepreneurs–whether they launch businesses, start community projects, or lead change inside organisations–ask new questions, combine ideas creatively, and take action where others hesitate.</p> <p>T</p> <p>oday, more than ever, entrepreneurship must serve a broader purpose. We live in a time of accelerating change, where the pursuit of wellbeing–for individuals, communities, and the planet –has become our shared North Star. Financial success alone is no longer enough. The entrepreneurs who will shape the future are those who align innovation with meaning and impact. At the same time, AI is transforming what’ s possible: allowing us to test ideas faster, reach new audiences, analyse complex situations, and automate the routine so we can focus on what really matters. In the hands of thoughtful creators, AI is not a threat, but a powerful partner in building a better world.</p> <p>This course invites students to discover entrepreneurship as a creative, ethical, and practical way of being. It offers tools, experiences, and challenges to help you think differently, act boldly, and contribute meaningfully. Wherever your future lies understanding how to create value–and for whom–is a skill that will serve you everywhere.</p>
Class plan based on course evaluation from previous academic year	None
Course related to the instructor’s practical experience (Summary of experience)	Commercial & Academic
Learning Goals	<p>To give students the tools, credibility, and confidence to engage meaningfully in whatever career path you choose</p> <ul style="list-style-type: none"> – Adopt a mindset of creativity, resilience, and purposeful action. – Frame and reframe problems using empathy and systems thinking. – Generate and iterate ideas through divergent and experimental approaches. – Understand value creation and feedback loops in different contexts (social, cultural, economic). – Leverage AI ethically to accelerate research, insight, and prototyping. – Collaborate to prototype and pitch ventures that enhance wellbeing. – Gain the tools, confidence, and credibility to create meaningful value across any career path.

iCLA Diploma Policy	DP1/DP2/DP3/DP4
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iCLA Diploma Policy

(DP1) To Value Knowledge – Having high oral and written communication skills to be able to both comprehend and transfer knowledge

(DP2) To Be Able to Adapt to a Changing World – Having critical, creative, problem-solving, intercultural skills, global and independent mindset to adopt to a changing world

(DP3) To Believe in Collaboration – Having a disposition to work effectively and inclusively in teams

(DP4) To Act from a Sense of Personal and Social Responsibility – Having good ethical and moral values to make positive impacts in the world

Active Learning Methods	Problem-Based Learning/Flipped Classroom/Discussion, Debate/Group Work/Presentation/Workshop, Fieldwork				
More details/supplemental information on Active Learning Methods	As Required				
Use of ICT	As Required				
Contents of class preparation and review	As Required	Hours expected to be spent preparing for class (hours per week)	2 hours	Hours expected to be spent on class review (hours per week)	3 hours
Feedback Methods	As Required				

Grading Criteria		
Grading Methods	Grading Weights	Grading Content
in class engagement	40%	
in class quizzes	20%	
team project	40%	

Required Textbook(s)	None
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<p>Other Reading Materials/URL</p>	<p>Suggested Reading/Context List: The reading list reflects our emphasis on wellbeing, divergent thinking, AI as an enabler, and entrepreneurship as value creation—not just business success.</p> <p>Core Texts (Suggested Reading for All Students) These are foundational works that align with the course’s philosophical and practical direction.</p> <ol style="list-style-type: none"> 1. Peter F. Drucker - Innovation and Entrepreneurship: Classic insights into the discipline of entrepreneurship, with a focus on purpose, change, and social impact. 2. Tim Brown - Change by Design: A readable guide to design thinking with case studies that connect creativity to innovation. 3. Dan Pink - Drive: The Surprising Truth About What Motivates Us: Explores intrinsic motivation –autonomy, mastery, and purpose–key to entrepreneurial resilience. 4. Sandrine Dixson-Declève et al. - Earth for All: A Survival Guide for Humanity: Systems level framing of sustainability and social equity as central to entrepreneurship in the 21st century. 5. Paul Hawken - Regeneration: Ending the Climate Crisis in One Generation. Puts planetary wellbeing and innovation into dialogue—an inspiring text for designing valuedriven futures. 6. Rohit Bhargava - Non Obvious Mega trends: Helps students scan the world for latent needs, emerging narratives, and entrepreneurial whitespace. <p>AI & Tools for the Entrepreneur Practical and conceptual frameworks for understanding AI’s role in entrepreneurial activity.</p> <ol style="list-style-type: none"> 1. Reid Hoffman & Chris Yeh - Blitzscaling (Selected Chapters) While focused on hyper-growth, it contains strategic insight into scaling ideas with technological leverage. 2. NoCode/AI Toolkits (Online): Tool tutorials will be introduced via curated resources and demos <p>Wellbeing & Human Centred Innovation</p> <p>These texts provide ethical, psychological, and cultural depth.</p> <ol style="list-style-type: none"> 1. Carol Dweck - Mindset: The New Psychology of Success Key for developing student resilience and an experimental mindset. 2. Kate Raworth - Doughnut Economics: Seven Ways to Think Like a 21st Century Economist. Frames value creation in terms of human and planetary boundaries. 3. Amartya Sen - Development as Freedom (Selected Excerpts). Introduces capabilities and wellbeing as a foundation for ethical innovation. 4. Shoshana Zuboff - The Age of Surveillance Capitalism (Intro + Chapter 1) Encourages critical thinking about what kind of future we’re building with tech. <p>Further/Optional Reading</p> <ol style="list-style-type: none"> 1. Seth Godin - The Practice: Shipping Creative Work Short, powerful reflections on building, shipping, and creating value consistently. 2. Nassim Nicholas Taleb - Anti-fragile (Selected Concepts) Useful for optionality, small bets, and stress tested design. 3. Priya Parker - The Art of Gathering. Applies to community building ventures and purposeful collaboration.
<p>Plagiarism Policy</p>	<p>AI Policy as per declaration.</p>
<p>Other Additional Notes (Outline crucial policies and info not mentioned above)</p>	<p>If unclear – read again :)</p>

(NOTE 2) Class schedule is subject to change

Class Schedule	
Class Number	Content
Class 1	Week 1: What Is Entrepreneurship? Lesson 1: Value Beyond Profit: Redefining Entrepreneurship Lesson 2: Drucker and the Role of Innovation in a Changing World
Class 2	Week 1: What Is Entrepreneurship? Lesson 1: Value Beyond Profit: Redefining Entrepreneurship Lesson 2: Drucker and the Role of Innovation in a Changing World
Class 3	Week 2: Divergent Thinking & Opportunity Recognition Lesson 3: Divergent Thinking: Practicing Creative Expansion Lesson 4: Seeing the Unseen: From Problems to Possibilities
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Class 5	Week 3: Understanding People & Problems Lesson 5: Empathy & Insight: Deep Listening for Opportunity Lesson 6: Jobs To Be Done & the Psychology of Needs
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Class 7	Week 4: Design Thinking Essentials Lesson 7: Framing, Ideating, and Testing Solutions Lesson 8: Prototyping with Purpose
Class 8	Week 4: Design Thinking Essentials Lesson 7: Framing, Ideating, and Testing Solutions Lesson 8: Prototyping with Purpose
Class 9	Week 5: Entrepreneurship for Wellbeing Lesson 9: What is Wellbeing? The New North Star Lesson 10: Designing to Flourish
Class 10	Week 5: Entrepreneurship for Wellbeing Lesson 9: What is Wellbeing? The New North Star Lesson 10: Designing to Flourish
Class 11	Week 6: AI as a Creative and Strategic Partner Lesson 11/12: Using AI to Research, Generate, and Test Ideas
Class 12	Week 6: AI as a Creative and Strategic Partner Lesson 11/12: Using AI to Research, Generate, and Test Ideas

Class 13	Week 7: AI as a Creative and Strategic Partner Lesson 13/14: Creative Prototyping with NoCode/LowCode Tools
Class 14	Week 7: AI as a Creative and Strategic Partner Lesson 13/14: Creative Prototyping with NoCode/LowCode Tools
Class 15	Week 8: Cultural Intelligence in Value Creation Lesson 15: Entrepreneurship Across Cultures Lesson 16: Creating in Japan: Values, Challenges, and Trust
Class 16	Week 8: Cultural Intelligence in Value Creation Lesson 15: Entrepreneurship Across Cultures Lesson 16: Creating in Japan: Values, Challenges, and Trust
Class 17	Week 9: You as Entrepreneur Lesson 17: Your Personal Entrepreneurial Compass Lesson 18: Motivation, Passion, and Building a Meaningful Path
Class 18	Week 9: You as Entrepreneur Lesson 17: Your Personal Entrepreneurial Compass Lesson 18: Motivation, Passion, and Building a Meaningful Path
Class 19	Week 10: Teaming and Communication Lesson 19: Collaborative Intelligence & High Trust Teams Lesson 20: Storytelling for Impact: Pitching with Purpose
Class 20	Week 10: Teaming and Communication Lesson 19: Collaborative Intelligence & High Trust Teams Lesson 20: Storytelling for Impact: Pitching with Purpose
Class 21	Week 11: Discover Identify a key issue that will matter more in the future Conduct research, empathy interviews, and systems scans
Class 22	Week 11: Discover Identify a key issue that will matter more in the future Conduct research, empathy interviews, and systems scans
Class 23	Week 12: Reframe & Insight Define the problem clearly Surface unmet needs and design opportunities Refine direction and user POV
Class 24	Week 12: Reframe & Insight Define the problem clearly Surface unmet needs and design opportunities Refine direction and user POV
Class 25	Week 13: Prototype with AI Ideate solutions using divergent methods and AI tools Build quick prototypes and test feedback loops

Class 26	Week 13: Prototype with AI Ideate solutions using divergent methods and AI tools Build quick prototypes and test feedback loops
Class 27	Week 14: Iterate & Finalise Refine based on feedback Finalise visual/story elements and prepare for presentation
Class 28	Week 14: Iterate & Finalise Refine based on feedback Finalise visual/story elements and prepare for presentation
Class 29	Week 15: Present & Reflect Team Presentations: Vision & Solution Individual Reflections: Learning, contribution, and next steps
Class 30	Week 15: Present & Reflect Team Presentations: Vision & Solution Individual Reflections: Learning, contribution, and next steps