THINK BIGGER

Curriculum for Summer 2017 (June 5 – 7)
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 a few examples of 'big ideas' from history to create a working definition of what constitutes a big idea; 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, editing, and evaluating ideas, whether you are working alone on solo projects or engaging with a team. The course will culminate in a final project where you will be required to present a formal and polished pitch of your big idea.

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

Grading:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>(50%)</td>
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<tr>
<td>Pre-Course Assignment</td>
<td>(10%)</td>
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<tr>
<td>Final Presentation</td>
<td>(40%)</td>
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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:
Students will be required to make a brief presentation using the medium of your choosing on your big idea.
COURSE OUTLINE:

MONDAY, JUNE 5TH
9 – 11:15AM
What’s a Big Idea? Where do they come from?

11:30AM – 12:30PM
Pitch 101
During this hour, 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 two days.

12:30 – 1:30PM
Working Lunch.

1:30 -4:30PM
Innovate

4:30 – 6:00PM
Pitch Imperfect
Each group will meet with advisors for feedback on their big idea.

6:00PM – 7:00PM
Reception

TUESDAY, JUNE 6TH
9 – 10:30AM
Innovate Continued

10:45AM – 12:30PM
Make it Real

12:30- 1:30PM
Working Lunch

1:30 – 3:30PM
Spotting Ideas

3:45 – 5:00PM
What’s Your Killer App?

WEDNESDAY, JUNE 7TH
9 – 10:45AM
Office Hours

11AM – 12:30PM
Pitch Perfect
Each group will be given 3 minutes to pitch their big idea. Each presentation will be judged by the rest of the class plus professors and a few outside judges.
READINGS
All course readings will be provided in advance and must be completed before the first class.

Books:

Articles:
1. The 50 Greatest Breakthroughs Since the Wheel, by James Fallows in *The Atlantic*:
2. What Are the 10 Greatest Inventions of Our Time? By Daniel C. Schlenoff in *Scientific American*:
3. What is disruptive innovation? By Clayton Christensen, Michael Raynor, and Rory McDonald in *Harvard Business Review*:
   [https://hbr.org/2015/12/what-is-disruptive-innovation](https://hbr.org/2015/12/what-is-disruptive-innovation)

Videos:
1. Watch Peter Diamandis’ TED2012 Talk, “Abundance is Our Future”:
   [https://www.ted.com/talks/peter_diamandis_abundance_is_our_future?lang%20uage=en#t-1948](https://www.ted.com/talks/peter_diamandis_abundance_is_our_future?lang%20uage=en#t-1948)
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 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.