Course title	*Customer Centricity & Design Thinking*
Course code	IMTMTH1
Module coordinator	Cordelia Makartsev
Lecturer	*Dr. Anja Höft*
Level of course	*Master*
Recommended prerequisites	*None*
Type of course	*Seminar*
Weekly lecture hours (SWS)	*2*
ECTS credits	*2,5*
Workload	*60h in total, 30h course attendance, 30h self-study*
Assessment (grading; pass/fail)	*graded*
Regular cycle	weekly
Language of instruction	*English*
Contents:	*Design thinking is an iterative problem-solving process that consistently focuses on the customer and his needs. Around the topics of digitalization, agility and innovation, design thinking and customer centricity are becoming increasingly important as approaches and attitudes.* • *Introduction to Design Thinking and its corresponding methods* • *Execution of all Design Thinking phases on a self-chosen group project* • *Application of interview techniques* • *Introduction to Customer Centricity in a corporate context: objectives, metrics, definition, customer life cycle, strategic framework, strategy, organization* • *Discussion of state-of the-art Design Thinking scientific research*
Learning outcome (competencies):	*After this course, students will be able to develop own innovative and customer-centric solutions by analyzing the initial circumstances and creating a game plan for applying customer-centric methods to steer through design thinking projects.* *They can classify customer centricity in the larger context of business and innovation to assess the adequacy of using design thinking methods.*
Teaching methods	☒Lecture ☒Group work ☒Exercises ☐Simulation ☐Video feedback ☒Others: Regular feedback calls
Assessment methods	*8-page term paper on self-chosen group project (description of project, reflection on learnings)*
Recommended reading	*Brown, T. & Katz, B. (2009). Change by design: How Design Thinking transforms organizations and inspires innovation. New York: HarperCollins.* *Dark Horse Innovation (2017). Digital Innovation Playbook. Hamburg: Murrmann.* *Gray, D., Brown, S. & Macanufo, J. (2010). Gamestorming. Sebastopol: O'Reilly.*

Additional information	*This course will heavily rely on self-driven group work. Coaching calls in between lecture dates will guide groups through the process.*
Recognition of credits	*Will be filled in by coordinators*