

Course title	<i>Design Thinking</i>
Course code	<i>S 9147/S 9146</i>
Module coordinator	<i>Miriam Heinrich</i>
Lecturer	<i>Katrin Redmann</i>
Level of course	<i>Bachelor</i>
Recommended prerequisites	<i>In case there is any prior knowledge necessary to pass this course, please state here.</i>
Type of course	<i>Practice-oriented Seminar</i>
Weekly lecture hours (SWS)	<i>2</i>
ECTS credits	<i>2</i>
Workload	<i>In total 60h, 30h course attendance, 30h self-study</i>
Assessment (grading; pass/fail)	<i>graded</i>
Regular cycle	<i>Each semester</i>
Language of instruction	<i>English</i>
Contents:	<p><i>In this course, the students are introduced to the fundamentals of the Design Thinking (DT) framework and experience the user-centric approach at first hand. Following the DT procedure, the practice-oriented seminar covers the following contents:</i></p> <p><i>Introduction and main overview:</i></p> <ul style="list-style-type: none"> <i>• Examples of DT Projects in established companies</i> <i>• Application of DT for venture and innovation projects</i> <p><i>Methodology and main content (application):</i></p> <ul style="list-style-type: none"> <i>• Understand/Observe: The role of empathy and customer insights</i> <i>• Define the Problem: Strategies to deal with unstructured information</i> <i>• Ideate: Idea generation and creativity methods</i> <i>• Prototype: Development of prototypes</i> <i>• Test/Validate: Validation and refinement of prototypes</i> <p><i>Preparation for project delivery:</i></p> <p><i>Pitching: Techniques for successful presentations ideally to real challenges</i></p>
Learning outcome (competencies):	<i>The students will learn how to apply 360 angle of view to challenges and dig deep into problems and needs of their potential customers. They learn co-innovation in small agile teams, teambuilding, pitching and sustainability impact thinking.</i>
Teaching methods	<input checked="" type="checkbox"/> Lecture <input checked="" type="checkbox"/> Group work <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Simulation <input type="checkbox"/> Video feedback <input checked="" type="checkbox"/> Others: Presentation and Feedback
Assessment methods	<i>Project Presentation (10min + 5min question) 50% Written report (10 pages + 1 page personal, not graded reflection) (50%)</i>
Recommended reading	<i>Hasso Plattner, Christoph Meinel, Larry Leifer (2011). Design Thinking</i> www.globalgoals.com

	<p><i>Prof. Dr. Klaus-Michael Ahrend (2016): Geschäftsmodell Nachhaltigkeit</i></p> <p><i>Brown, T. & Katz, B. (2009). Change by design: How Design Thinking transforms organizations and inspires innovation. New York: HarperCollins.</i></p> <p><i>Carleton, T., Cockayne, W. & Tahvanainen, A.-J. (2013). Playbook for strategic foresight and innovation: A hands-on guide for modeling, designing, and leading your company's next radical innovation. Stanford University. http://foresight.stanford.edu:16080/playbook</i></p> <p><i>IDEO (2009). Human centered design: Toolkit & Human centered design: Field guide. 2nd ed. http://www.hcdtoolkit.com</i></p> <p><i>Kelley, T. & Kelley, D. (2013). Creative confidence: Unleashing the creative potential within us all. Crown Business.</i></p> <p><i>Brown, T. (interview, 2012). 'We need to know more', Harvard Business Manager. May 2012. http://www.ideo.com/images/uploads/news/pdfs/</i></p>
Additional information	
Recognition of credits	