

## Course: Design Thinking

credits: 3

<b>Course code</b>	CIVB20DST	<b>Modes of delivery</b>	Tutorial
<b>Name</b>	Design Thinking	<b>Assessments</b>	Design Thinking - group assignment - Other assessment
<b>Study year</b>	2020-2021		Design Thinking - individual assignment - Other assessment
<b>ECTS credits</b>	3		
<b>Language</b>	English		
<b>Coordinator</b>	A.C. Otte		

### Learning outcomes

#### Competences:

- CREATING VALUE; The Marketing professional gives substance to the marketing approach by creating long-term value for both the client, the organisation and society. He/she does this based on an analysis of data and research, with the aim of gauging the client's actual behaviour. He/she is able to translate this analysis into an action plan.

#### 21st-century skills:

- Creativity
- Teamwork
- Curiosity

#### Learning Outcomes:

Having completed this course you will be able to:

- develop an innovation/prototype for an organization, based on problem-solving of customer needs and experiences and matching with organization goals;
- apply an agile innovation tool (Design Thinking) in a real situation case;
- describe, show and evaluate how the five steps of Design thinking are used for the development of an innovative idea and underpin the chosen prototype;
- give a professional and attractive pitch presentation in the English language;
- reflect on the personal development of important skills for innovation (entrepreneurial skills, team work, flexibility and creativity).

### Content

#### Level:

Intermediate

#### Content:

Innovation starts with 100% uncertainty. Out of every 3000 innovative ideas, there is only one succeeding! Design Thinking helps to navigate from problem to innovative solution. Whether it's a business case, a product, customer issue or technology.

**Design thinking** refers to creative strategies designers use during the process of designing or as a problem solving solution. It is also an approach to resolve issues outside of professional design practice, such as in business and social contexts. Design thinking in business uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.

*"The problem is never how to get new, innovative thoughts into your mind, but how to get old ones out. Every mind is a building filled with archaic furniture. Clean out a corner of your mind and creativity will instantly fill it. Once you get old ideas out of your mind, new ones come automatically."* Businessman Dee Hock

To navigate from problem to solution, you will take following steps: Empathize, Define (observe and learn), Ideate, Prototype, Test, Implement.

During this course, students will develop an innovation/prototype for an organization, based on problem-solving or customer needs, matching with the objectives of the organisation. Students will perform as a group and use the method of Design Thinking to come to a solution in form of a prototype. The individual student will have to be able to reflect on his or her own competence in this, for students, new way of the problem solving process.

#### Literature/study materials:

- For Marketing Management Bachelor Programme student: For the latest info, go to the reading list on intranet: [Hanze.nl/marketingprogramme](http://Hanze.nl/marketingprogramme) or the Blackboard course.
- For Exchange Students/Certificate Students: For the latest info, go to the reading list on intranet: [Hanzegroningen.eu/exchangemm](http://Hanzegroningen.eu/exchangemm) or the Blackboard course.

### Included in programme(s)

Marketing Management  
Marketing Management Exchange Programme Semester 1 (Autumn)

### School(s)

School of Marketing Management and Financial Economic Management  
School of Marketing Management

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