


WEEK 2: DESIGN THINKING FOR MANAGERS

Lectures and assessments	21 hours
Company visits and presentations	3 hours
Group work, individual preparation and reading	24 hours
Total duration	48 hours
Number of credits	2 US/4 ETCS

OBJECTIVES	<p>Design has the potential to bring a competitive advantage in products and services going far beyond the aesthetics most people recognize design for. Good design combines multiple aspects, such as functionality, brand identity, symbolic value, sustainability and price.</p> <p>Quite recently design has passed the boundary of new product development and is using its "user empathic approach" for problem solving in other field. This is called Design Thinking.</p> <p>The Design Thinking method "borrows" some of the design process tools historically used by designers and applies it to all kind of projects. Like "traditional" design approaches, Design Thinking is very much future focused; improving the existing situation, designing solutions that work better.</p> <p>For companies it is getting important to put a higher emphasis on imaginary thinking. In the past, companies and business schools gave analytical thinking a high priority and placed less importance and status on creative, innovative skills. In a competitive world, with truly tricky problems, a combination of analytical and creative thinking is simply vital. Analytical and imaginary skills are both needed to come to innovative solutions.</p> <p>Next to knowing the tools from the Design Thinking kit, it is also importantly to understand what a "designer's mind-set" means. Knowing the Design Thinking tools and using them with a "designerly" attitude.</p> <p>There are possibly two layers to approach this field. The first one relates to learning to be open to creativity in organisations, to know the process and to foster these innovative approaches in companies. This means knowing and understanding the Design Thinking method and allowing others in the organisation to use and develop their creative thinking, and to support them. In an innovative company, managers should understand creative approaches and have an open mindset to work with imaginative people.</p> <p>The second layer concerns the development of one's personal creative thinking, of course without doing the work of a designer. Resetting ones brain to be creative, gaining confidence in one's own creativity, intuition and risk taking capacity. Let's call this the development of one's inner innovative thinking.</p> <p>The objective of this module is to make participants ...</p> <ul style="list-style-type: none"> • Realize the vital user empathy part of the design process • Understand steps in the design process • Learn how methods traditionally used by designers might be used to solve business issues in a creative manner • Experience an active, action-based design thinking module
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<p>CONTENTS</p>	<ol style="list-style-type: none"> 1. Design Thinking Process In this session you will understand and directly apply the design thinking process The design thinking process can be used to design functional and / or very aesthetical products, but also to other solve issues in business or society 2. Design Mindset Design thinking tools are not sufficient on their own. They need to be used with a right attitude and mindset 3. Creative clusters and excellence in design How do some companies that excel in design competences deal with the design management aspects? The link between brand and design will be studied, as well as a drive towards excellence 4. Emotional Value and User experience A closer focus on the emotional value of a product design or a service 5. Designing for a Better Future <i>"The design professions can no longer claim excellence in design unless we have considered the concept of responsibility as a central part of the design problem".</i> (Roux, IDSA) 6. Conclusion An active inspirational ending
<p>BIBLIOGRAPHY</p>	<p>BROWN, T. (2009), Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Collins Publishers</p> <p>BYTTEBIER, I., VULLING, R., Creativity in Business: The Basic Guide for Generating and Selecting Ideas (2015), BIS Publishers</p> <p>CUREDALE, R. (2013), Design Thinking Process and Methods Manual, Design Community College Inc</p> <p>FRASER, H. (2012), Design Works: How to Tackle your Toughest Innovation Challenges through Business Design, University of Toronto Press</p> <p>KELLEY, T, KELLEY, D. (2013), Creative Confidence: Unleashing the Creative Potential Within Us All, Crown Business Publishing</p> <p>KUMAR, V. (2013), 101 Design Methods: A Structured Approach for Driving Innovation in your Organization, John Wiley and Sons</p> <p>LIEDTKA J., OGILVIE T. and BROZENSKA, R. (2014), The Designing for Growth Field Book: A Step by Step Project Guide, Columbia University Press</p> <p>MARTIN, R. (2009), The Design of Business, Why Design Thinking is the Next Competitive Advantage, Harvard Business School Publishing</p> <p>MILTON, A. and RODGERS, P. (2013), Research Methods for Product Design, Laurence King</p> <p>The Bootcamp Bootleg, Hasso Plattner Institute of Design, Stanford (www.dschool.stanford.edu)</p> <p>WULFEN van, G. (2013), The Innovation Expedition: A Visual Toolkit to Start Innovation, BIS Publishers</p>

TEACHING METHOD	<p>The teaching of this course is highly interactive and will require participatory learning, one where student and teacher interact continuously in the classroom with the use of case studies and preparatory readings to structure the exchanges. Games, role plays and practical exercises will be also performed in order to effectively learn creativity and design techniques.</p> <p>Students will be required to apply models and concepts to structure their operational interviews with external firms.</p>
ASSESSMENT	<p>The final grade is comprised of:</p> <p>50% Team presentations and discussions</p> <p>50% Individual class participation and peer reviewing</p>
Syllabus updated/created	November 2015
Faculty: 	<p>Josiena Gotzsch is senior professor in the Department of Management and Technology at Grenoble Ecole de Management (GEM) in France, teaching innovation through design and technology management to different publics. Research interests include design thinking, product communication and sustainable product design.</p> <p>Josiena obtained a Doctorate in Business Administration (DBA) at Henley Management College in England, and an Engineering degree in Industrial Design from the University of Technology in Delft - the Netherlands.</p> <p>She also is Program Director at the Grenoble Ecole de Management for the Bachelor of International Business since 2003. Students with 70 different nationalities are studying the Bachelor of International Business at the Grenoble Graduate School of Business.</p> <p>Previous professional experience includes three years as Industrial Designer at Philips Corporate Design in Groningen, the Netherlands (Domestic Appliances and Personal Care Division) and two years as Product Development Manager at the Group Sommer Allibert in Grenoble, France.</p>