

## **Design Thinking for Innovation**

### **Introduction**

1. Design thinking for innovation, has been practiced over centuries by inventors ranging from Thomas Edison to Steve Jobs. It is a problem solving process, which has revolutionized industries and enabled businesses to establish an enviable competitive advantage for their companies. Design thinking delves into user empathy, whole-brain thinking, collaboration, and experimentation. This field has grown in popularity over the past decade and is an important contrast to the more traditional linear view of problem solving. It develops the creative potential of individuals and enables them to deal with unknown (wicked) problems.

### **2. Course Objectives**

- a. Learn the fundamentals of design thinking to improve organizational performance
- b. Solve complex challenges through the process of structured design thinking
- c. Drive better results by combining design thinking with analytical decision making
- d. Establish a framework for building an environment that fosters creativity
- e. Develop new ways to collaborate across all functions of the organization

### **Course Learning Outcomes**

3. Upon completion of course students should be able to:
- a. To be able to explain the role of design thinking in innovation and understand its limitations
  - b. To be able to describe the role of ethnography and its use in innovation
  - c. To develop and learn fast through experimentation
  - d. To describe, explain and use idea creation techniques for idea development.
  - e. To recognize and improve their presentation, teamwork and teambuilding skills.

### **4. Content**

- a. Implementing design thinking processes and tools to drive innovation
- b. Understanding the role of people in successful design thinking
- c. Transitioning through the phases of inspiration, ideation, and implementation

- d. Using tools like visualization, mapping, and storytelling to create solutions
- e. Applying the design thinking methodology to your specific challenges
- f. Testing, refining, and improving new ideas, business models, and processes

5. **Text book and Reference books:**

- a. Design Thinking for Innovation  
Brenner, W., & Uebernickel, F. (Eds.). (2016). Design thinking for innovation: Research and practice. Springer.
- b. Creating Innovation Leaders  
Banerjee, B., & Ceri, S. (2016). Creating Innovation Leaders. Springer,.