

Module 17 “Design Thinking”

Supervisor	Prof. Dr. Katharina Hölzle
Inputs	Molly Wilson
Learning path	Workload: 6 ECTS / 180 hours 60 hours attendance (8 dates) in 15 weeks
Empfohlenes Semester	Freely selectable
Prüfung / Benotung	Presentation and final report ungraded

Contents

Design Thinking as a method for creative, human-centered recognition and solution of problems represents a strong alternative to the predominant management approaches of recent decades. In this module, students learn and use this methodology to meet the challenges of the real world by developing innovative solutions that do not simply replicate existing solutions but challenge conventional thinking. Through practical experience in designing, managing and improving products/services/business models, students improve their creative problem-solving skills, develop habits for self-reflection and maintain their peer-to-peer collaboration skills.

Learning objectives

Theoretical basis

- Students can describe the interdisciplinary genesis and core principles of Design Thinking
- Students can explain the relationship of design thinking to other innovation practices, product development methods and management approaches (e.g. Lean Startup, Agile).

Practical project

- The students are able to create and defend a human-oriented design challenge through a practical partner.
- The students are able to generate design concepts and evaluate them with internal heuristics as well as feedback from users.
- Students can improve and further develop their design concepts through rapid iteration.
- Students can discuss design concepts with their practice partner with a focus on prototypes and visualizations.
- The students will be able to improve their social competences by learning to give and receive feasible and effective feedback.

Reflection and application

- Students can discuss the benefits and challenges of a people-centric approach to both product development and corporate culture.